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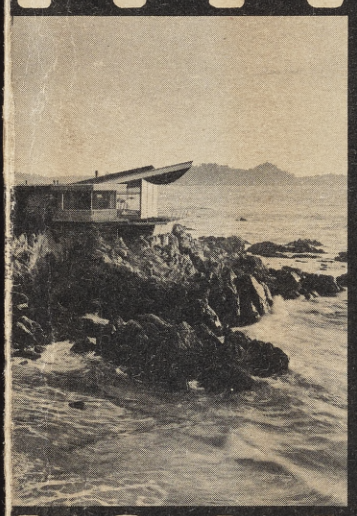

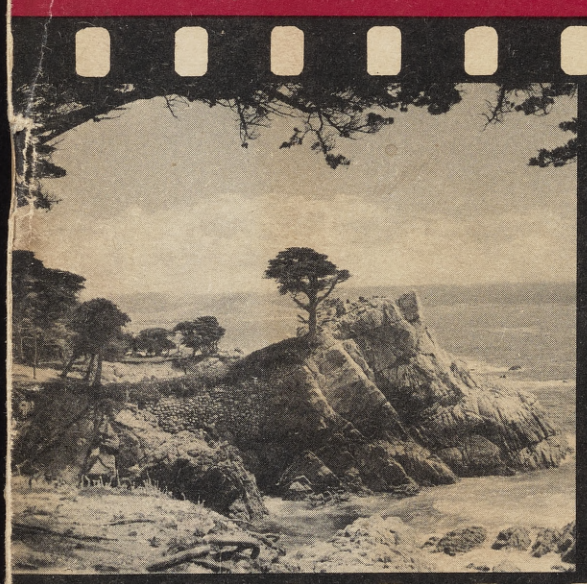

- CARMEL
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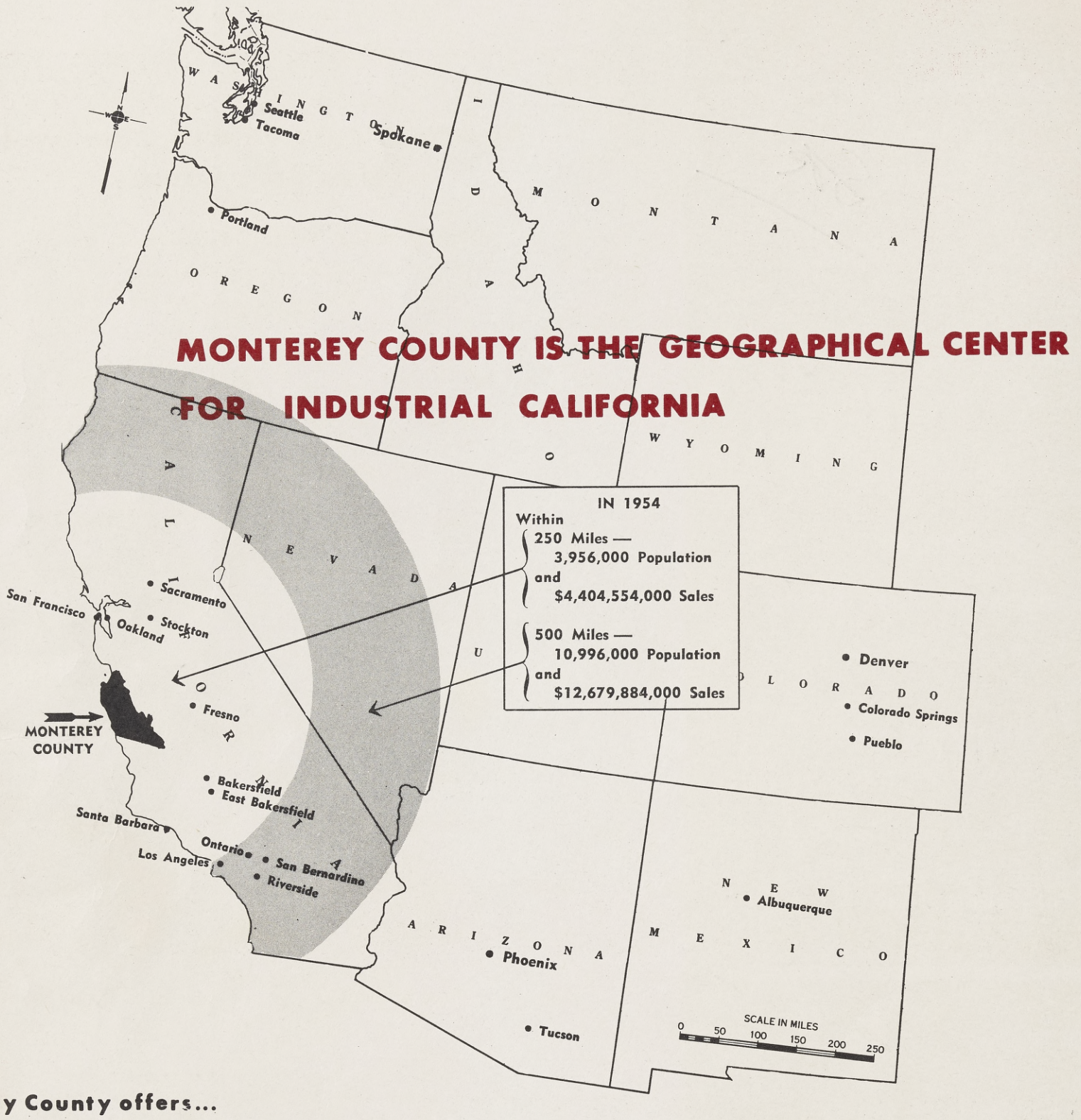

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SPECTATOR-JOURNAL

Special Number Dec. 2,1955
Volume 12, Number 15

featuring

Spectator's Guide and Omnibook of Monterey County

THORNE HALL, Editor, Publisher, Owner

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This issue is based on articles and pictures that have appeared in the SPECTATOR-JOURNAL throughout the year. They have been compiled and augmented to present a comprehensive analysis of Monterey County.

Carmel Pacific SPECTATOR-JOURNAL
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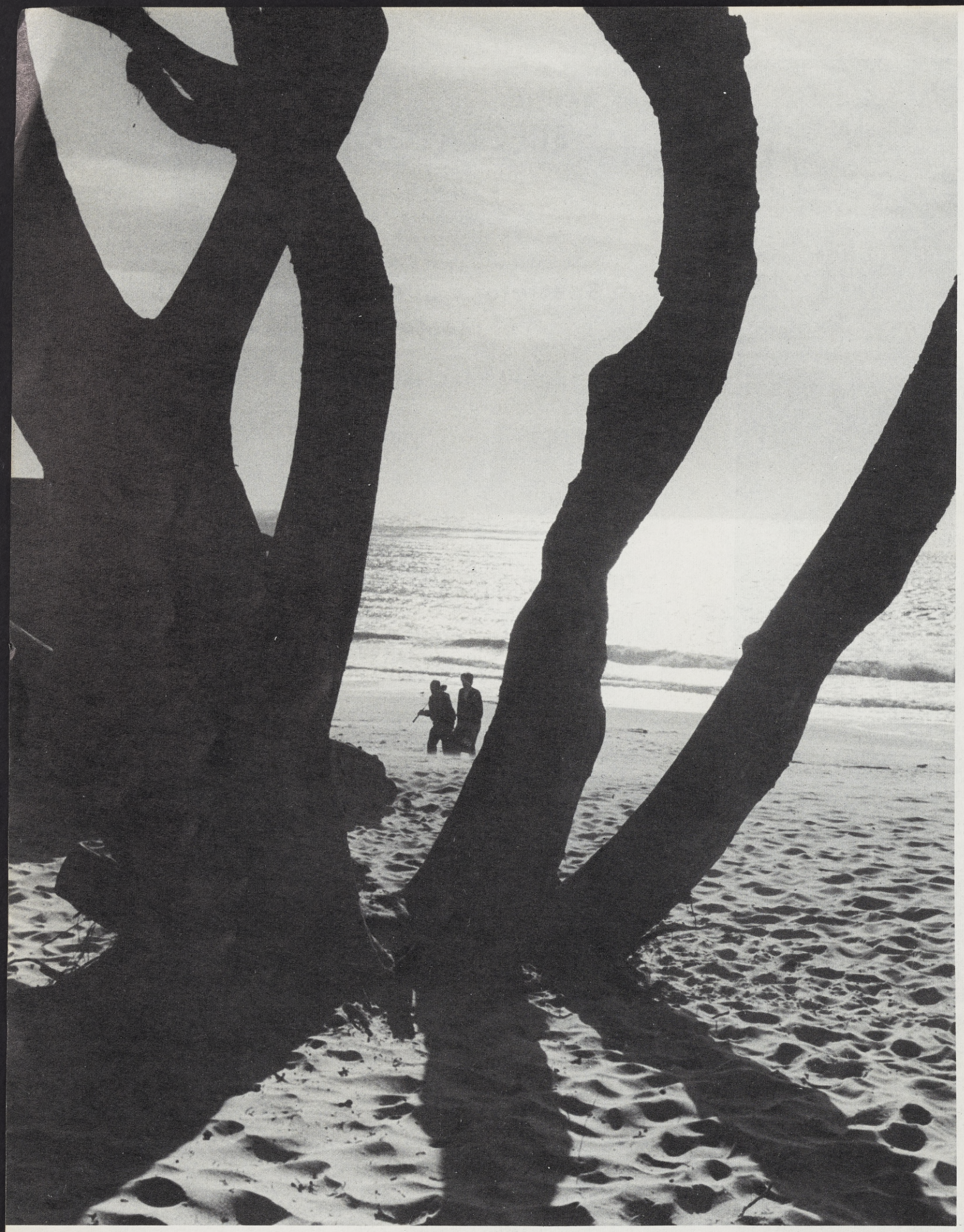
Subscription price: $2.00 a year, $2.25 out of County.

CORRECTION: Advertisement on page 92 listing subscription price of $1.00 and $1.50 out of County is a typographical error. It should read: 13 issues, $2.00; out of County, $2.25 (continental limits of United States).



THIS IS

CARMEL BEACH. Photo by Wynn Bullock

In 1922, Perry Newberry, artist and writer, ran for the Carmel Board of Trustees on an Art Ticket.

He posted this "Platform" on the town bulletin board:

DON'T VOTE FOR PERRY NEWBERRY
If you hope to see Carmel become a city...
If you desire its commercial success...
If concrete pavements represent your civic ambitions...
If you think a glass factory is of greater value than
a sand dune, or a millionaire than an artist, or a
mansion than a little brown cottage...

Carmel, in those days a village of 1,000 souls, elected Newberry. He immediately proposed that toll gates be put up to keep out the tourists.

Newberry lasted two years.

Today, 31 years after his Art Ticket's defeat, with Carmel a decidedly commercial city, swollen to a population of an estimated 5,500 within its corporate limits, with more true millionaires than true artists strolling on and driving over its many concrete pavements, with more mansions than little brown cottages, Carmel still likes to think of itself as the unique village it once tried so hard to be.

Like the proverbial ostrich, its head buried deeply in the shifting sands of time, Carmel has sought protection from progress by refusing to recognize its inevitability.

The changes came, however, welcomed by many and deplored by some. But despite the changes, Carmel has remained unique in many ways. This uniqueness is, of course, encouraged by residents and tourist-trappers alike, though for different reasons. Part of it

(Continued on page 4)

S IS CARMEL

CROSSROADS of Carmel is the corner of Ocean and Dolores.

SCENIC DRIVE. Photo by Wynn Bullock

THIS IS CARMEL

(Continued from page 3)

is phony. Some of it is surprisingly sincere.

* * *

What is Carmel today?

It's a potpourri of paradoxes.

A tourist town that largely disdains - even dislikes - tourists.

An art colony of famous names that has produced few new artists.

A summer resort with five bars and no cabaret entertainment.

A hard-drinking party town that looks dead and deserted at 10:30 p. m.

A community meticulously regimented to maintain its individuality.

A shopping center for a large semi-urban area that has only two chain stores and whose actual residents often go to other towns to shop.

A town where retired generals and effete aesthetes, club women and nature boys in blue jeans, merchants and amateur thespians, may meet on equal terms and, sometimes, even enjoy each other's company.

A highly commercialized community where few folks have an angle.

A town willing to spend a third of its budget on a police force, yet where almost nobody - and sometimes not even a few forgetful businessmen - lock their doors at night.

A desirable location for the independently wealthy, the independently poor and the just plain independent.

A Republican town that prides itself on its liberalism.

* * *

Carmel's idiosyncracies are, of course, a result of its unusual history.

Before the turn of the centruy, it was hilly forest leading down to the sea, culminating in a sickle-shaped beach of unbelievably white sand. The beauty of this beach provoked Surveyor David Starr Jordan, later first president of Stanford University, to write an article about it for Scribner's Magazine in 1885, and to buy land and build here. He was among the first.

As the years passed, more cabins arose in the gently sloping forests.

CARMELITE MONASTERY from Point Lobos. Photo by Brett Weston

And, in 1900, the Carmel Development Company, headed by Frank Powers and J. F. Devendorf, began to subdivide the land.

Property was cheap. Living on it was cheap too. There were no Joneses to keep up with. While no agricultural profit could be made from the land, it was an ideal place for artists and writers to pursue their crafts. It was also an ideal place to just sit and enjoy the scenery.

By 1908 there were 300 inhabitants, and a two-horse stage connected Carmel with sleepy Monterey. Carmel was incorporated in 1916, but still there was nothing to do except to sit, eat, sleep, paint, write and talk about it all. By 1922, the town had grown to

(Continued on page 9)

HARRISON MEMORIAL LIBRARY was built in tile-roof Spanish style popular on the Peninsula in the 1920's.

JUNIPERO STREET. Photo by Steve Crouch

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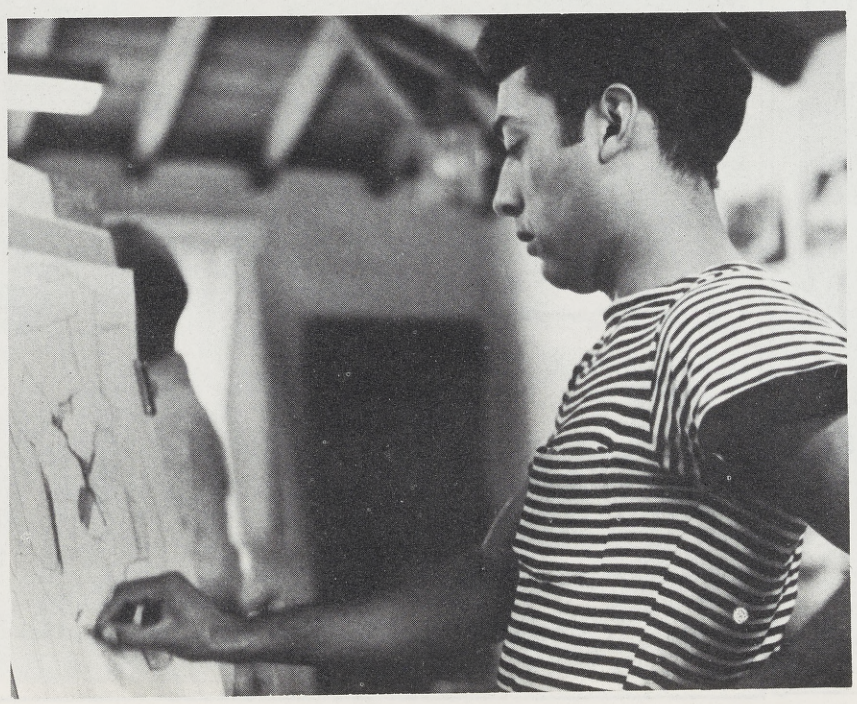

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THIS IS CARMEL

(Continued from page 4)

1,000 and become intensely aware of its character, so different from that of other American communities which expressed the young country's vitality in almost frantic productivity. In Carmel, materialism was a conversation piece.

In the years that followed, considered by many to be Carmel's golden age, the town became the home, playground or workshop of many writers and artists, already famous or destined to become famous later. Intellectuals clustered all over the place. Little theaters flourished. People like Robinson Jeffers, Lincoln Steffens, George Sterling, William Ritschel, Anne Fisher, Martin Flavin and Will Irwin were at their creative height, and their spirit rubbed off on fellow residents.

Upton Sinclair, William Rose Benet, Sinclair Lewis and Mary Austin had lived here in the early days.

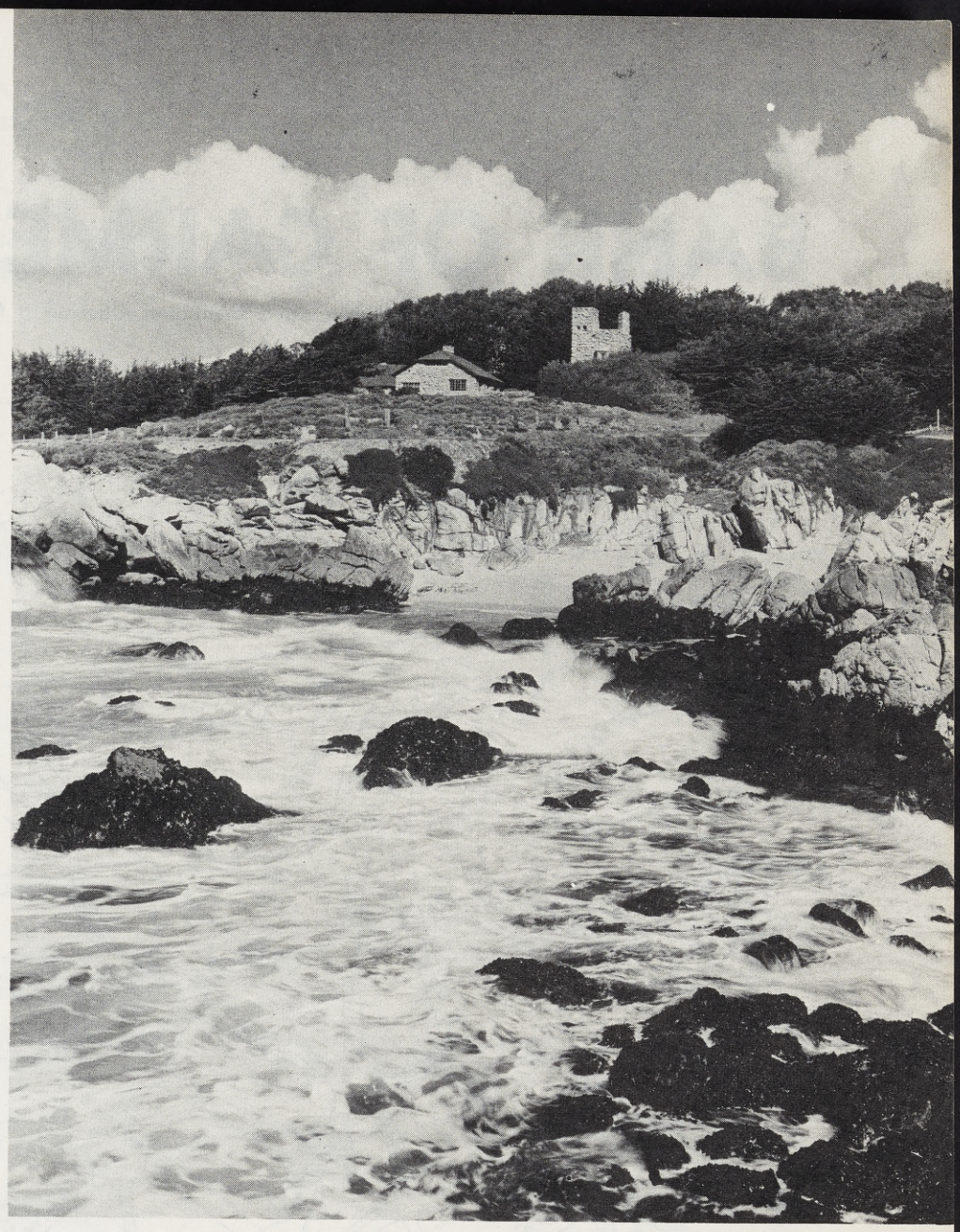
A count in 1929 revealed that over 200 writers, each with at least one published book to his credit, lived then or had lived in Carmel.

It was only natural that Carmel's fame should spread, and that people from all over the country should become interested in this pine tree community without sidewalks, streetlights and house numbers, where every second joker you bumped into was famous, or at least notorious.

Carmel's name was further spread by such incidents as the historic hunt for Evangelist Aimee Semple McPherson who waded into the surf at Santa Monica in the 30's, promising to return from the sea in six days. It was reported a couple of days later that she had been seen in Carmel, in the company of a friend, and a score of the country's top newspaper reporters descended on the town. If, however, Aimee was in Carmel at the time, no one gave her away in her seclusion--a fitting testimonial to Carmel's spirit of the day--and she showed up a few days later in Agua Prieta, Mexico, claiming loudly that she had been kidnapped.

By 1940, census takers counted 2,837 citizens within the village limits of Carmel. A good many of these were middle-aged and old-

(Continued on page 12)



ROBINSON JEFFERS' Tor House. Photo by Marge Cain

MODERN CARMEL POINT HOME.
Photo by Wynn Bullock

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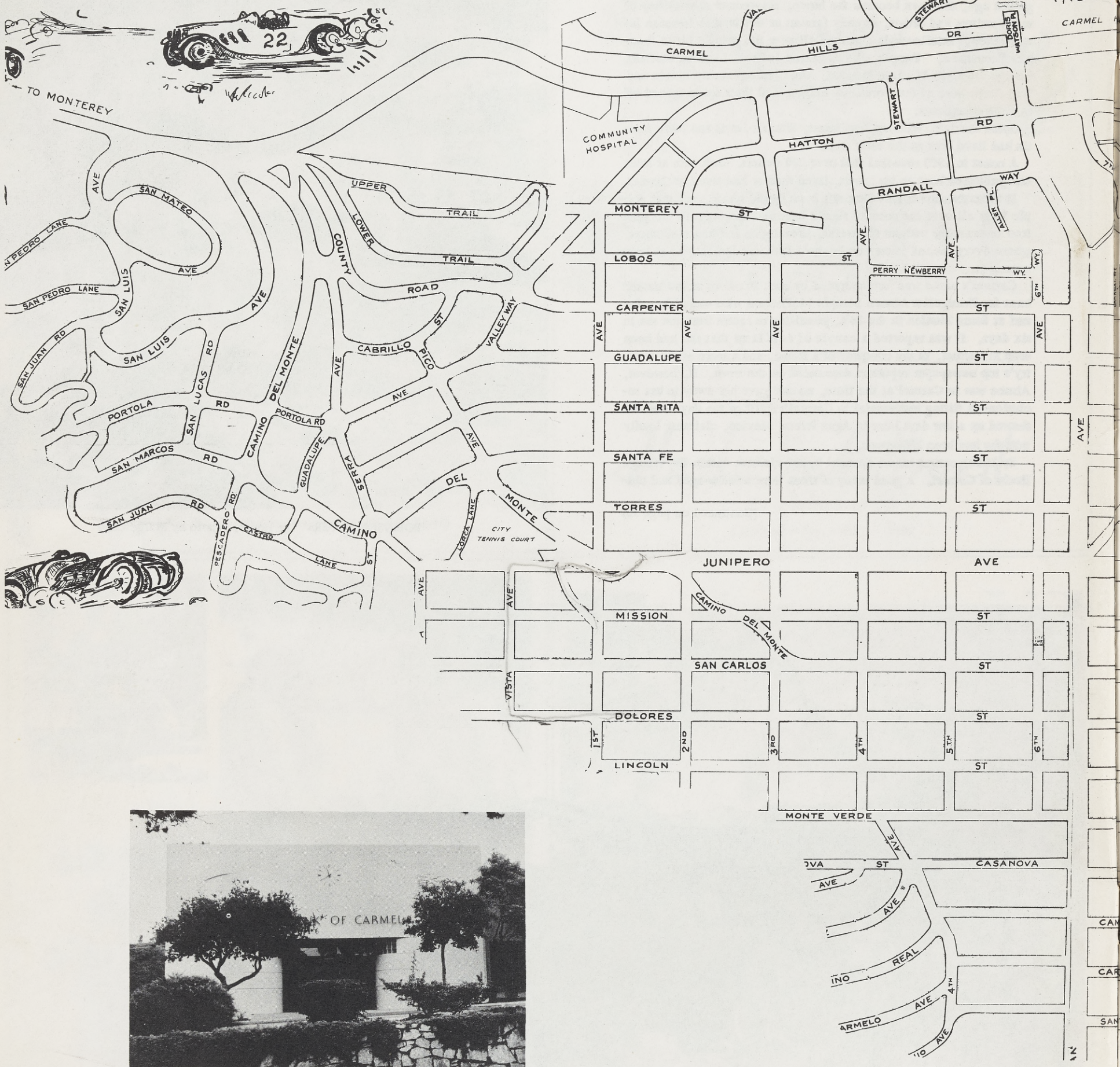

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MESA
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HATTON
AVE
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RD.
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TAYLOR
MESA
TAYLOR RD
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ATHERTON PL
ROAD
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MOUNTAIN
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RIO ROAD
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MISSION RANCH
CLUB
AVE
SUNSET SCHOOL
7TH
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15TH
MONTE VERDE
ST
14TH AVE
15TH AVE
WALKER AVE
RIVER PARK PL
CAMINO REAL
CARMELO
7TH
8TH
9TH
10TH
11TH
12TH
13TH
AVE
SAN ANTONIO
SANTA LUCIA
CAMINO REAL
CARMELO
14TH AVE
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SAN ANTONIO
VALLEY VIEW
AVE
RIO AVE
17TH AVE
SCENIC
BAY VIEW
ROAD
MARTIN
WAY
ISABELLA
16TH AVE
SCENIC
HILLTOP PL
AVE
AVE
INSPIRATION
AVE
STEWART WAY
AVE
OCEAN VIEW

A CARMEL COTTAGE.

THIS IS CARMEL

(Continued from page 9)

er, retired people attracted by the scenic splendor of the area, its equable climate, its leisurely mode of life, its many cultural events.

Carmel, then, was really Carmel: it was contained on the seven-eighth of an acre within its city limits, complete unto itself. The early 40's were the last years in which this was true. As soon as the war was over, Carmel outgrew its boundaries, life became more complex, its relationships with other communities on the Peninsula assumed increasing importance in its life.

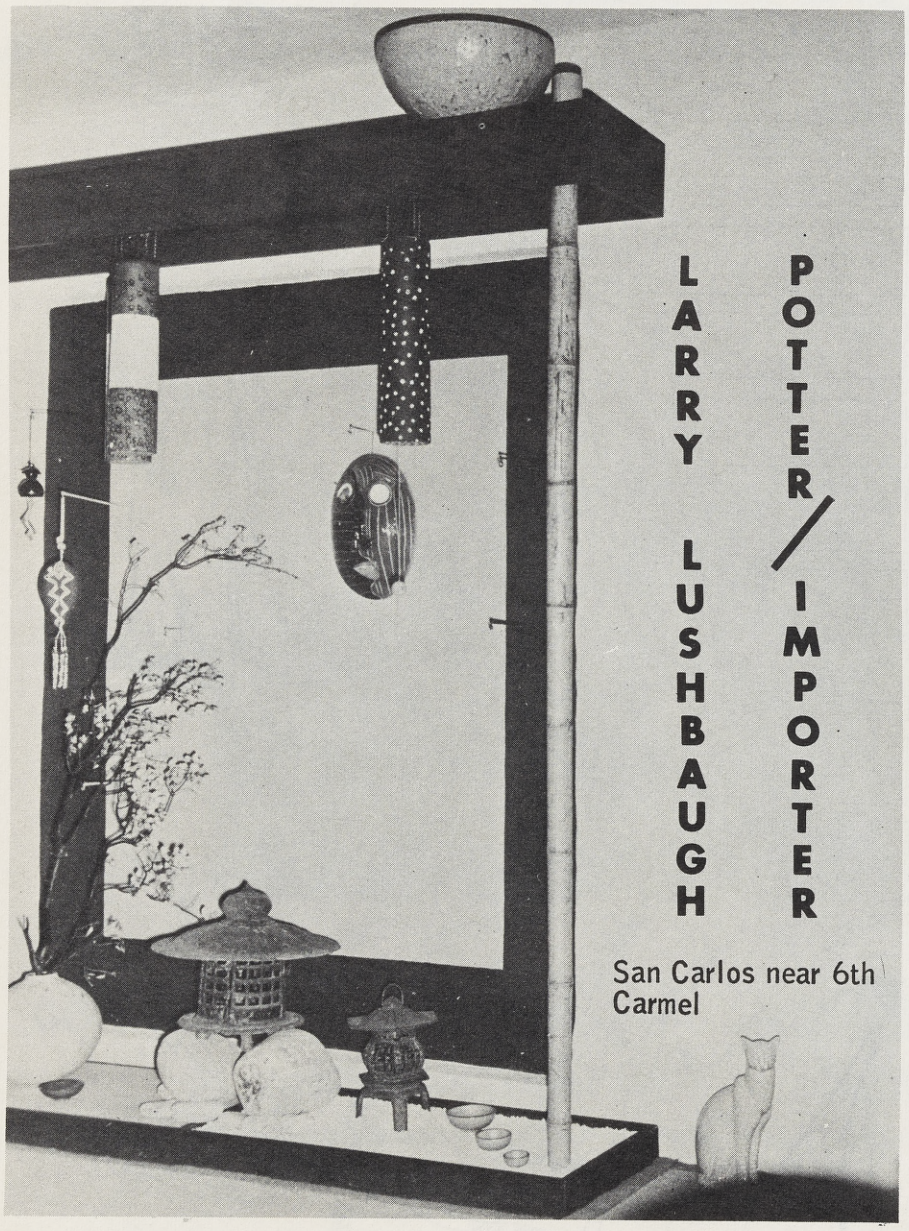
But before Pearl Harbor, and for a short time after it, Carmel life held a magic intimacy. The Post Office then was in the building which now houses the Carmel Realty Company, and--with no mail delivery to homes within the village--the Post Office was the community center. Everybody came personally to call for his mail. By their box numbers, the saying went, ye shall know them.

People congregated at the Post Office to talk, and as they came and went they stopped at the community bulletin board. Everybody used this board. Everybody read the notices on it. It was the community's true newspaper, more significant and personal than any paper could be. It was the most effective want-ad section.

Telephone service was equally intimate. There was no dial system. Service, though frequently lousy, was extremely effective. If you didn't know somebody's number, you just told the operator the name of the party, and if you didn't know the address, it didn't matter, because she usually knew it.

In the old days, too, dogs were honored residents, and everybody knew everybody else's dog. There was one dog, in fact, who was everybody's dog. His name was Pal. He was the town's dog, fed by everyone, allowed to roam at will. Pal spent part of each day being spoiled by the youngsters at Sunset School, then made his rounds of

(Continued on page 14)



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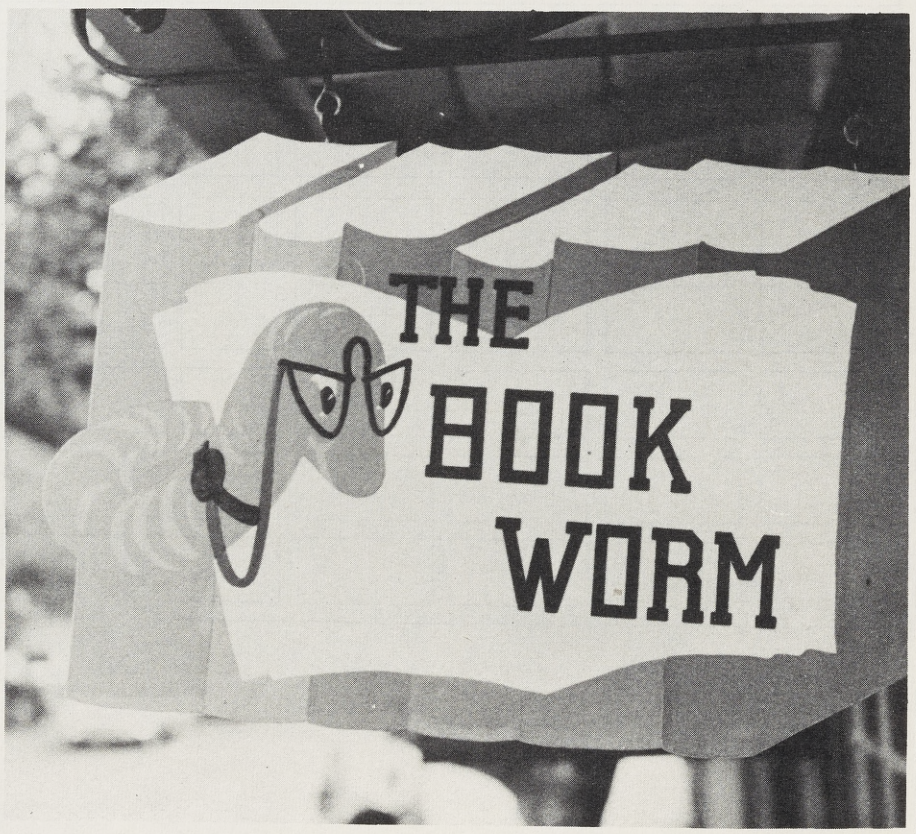

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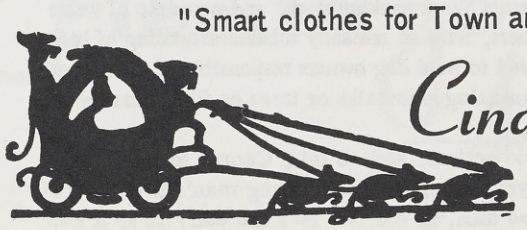

Cinderella Shop

ON OCEAN AVENUE NEXT TO THE BANK OF CARMEL

CARMEL'S HISTORIC MISSION Photo by Wynn Bullock

THIS IS CARMEL

(Continued from Page 12)

the shopkeepers. He was buried with civic honors at the Forest Theater.

* * *

These somewhat disconnected examples of Carmel life in the old days have significance in the light of Carmel's character of today.

There is still no mail delivery within the village limits, but the Post Office has lost part of its community center function because at least half of Carmel lives outside of Carmel where there is rural route delivery.

By the same token, the billboard until recently between the Carmel Realty and the Village Corner is still in existence, though now moved across the street and rarely used. Nowadays only tourists seem to look at it, taking pleasure in it as one of Carmel's quaint oddities, and it would appear that those who post their notices on the benighted board are prompted to do so largely by nostalgia.

The attitude toward dogs has also changed. Today's dog lover in Carmel seems to abhor all dogs but his own. The police switchboard is flooded with complaints about barking dogs, and a couple of years ago Carmel's City fathers, with an uncanny misunderstanding of biological processes, moved to hold dog owners responsible if their pets show an inclination for using sidewalks or trees or fire hydrants on public property.

Despite peculiar civic actions, such as this, Carmel today is more virile than it was 15 years ago. It was a young man's town in the 20's and early 30's, and then, in the late 30's and early 40's, it was a town of older people and greatly influenced by the retired mind.

Carmel is still popular with the retired and aged, and there are 37 doctors, dentists and optometrists maintaining offices in the village to take care of them--a stupendous number compared with national averages--but, overall, the village is becoming younger again.

A new crop of outsiders came to Carmel after peace was made; young couples, young businessmen, many of whom had discovered Carmel on pass during their military service. And Carmel is naturally popular with the officers (and their families) attending the U. S. Naval Postgraduate School and the Army Language School in Monterey.

Carmel's population in 1943, according to an estimate by British-born, capable and conscientious City Clerk Peter Mawdsley, was over 4,000, including transients. The assessed valuation of the city was then $5,513,180. The unincorporated area was ranch land. There were but few homes scattered here and there outside the corporate limits.

With the postwar years came phenomenal growth. Mawdsley's estimated population for the spring of 1955 was 5,600 for the corporate area alone, up 100 from last summer, with another 6,500 or so living in unincorporated Carmel which was non-existent but a few years ago.

The latest assessed valuation for the village was $11,868,055 in early 1954, but Mawdsley figures it's now over 12 million dollars. Carmel Woods, Hatton Fields and Mission Tract, which is growing rapidly, have an assessed valuation close to 8 million, and Pebble Beach, the Carmel River Bottom, lower Carmel Valley, and the

(Continued on Page 16)

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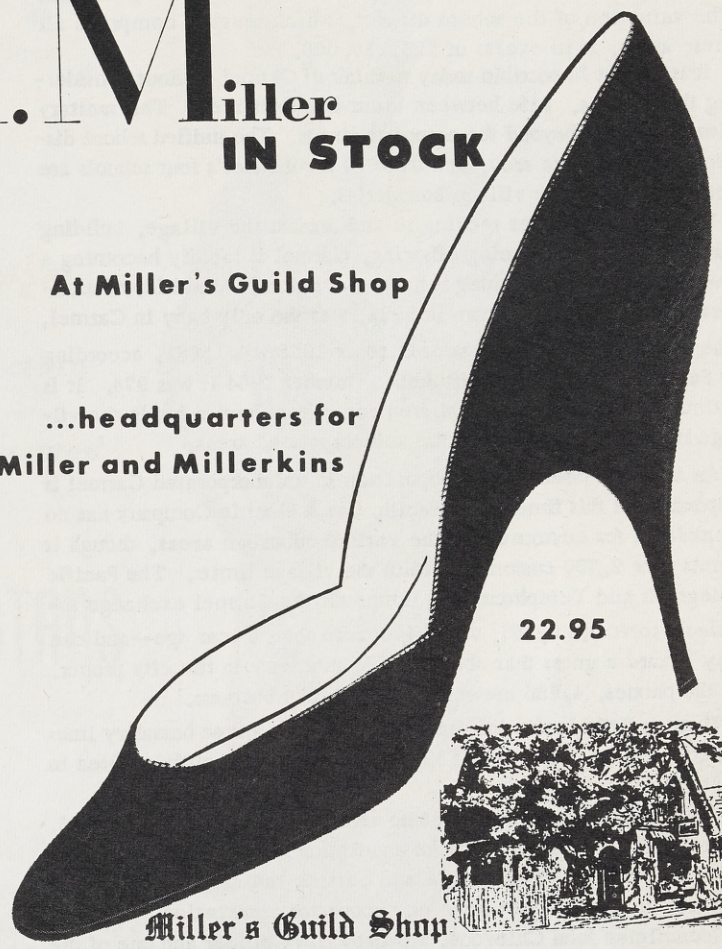

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(Continued from Page 14)

Highlands have an additional assessed valuation of over 5 million. The valuation of the school district, which roughly comprises all these areas, is in excess of $26,130,000.

It is almost impossible today to think of Carmel without considering these areas. Life between them is intertwined. The sanitary district extends beyond the corporate limits. The unified school district covers a large area, and three of the district's four schools are actually outside the village boundaries.

With young couples settling in and around the village, building their homes and producing offspring, Carmel is rapidly becoming a town of children, something it never was before. Mawdsley remembers when his first son, born in 1922, was the only baby in Carmel.

The district's enrollment as of October 1955 was 1,081, according to Superintendent Stuart Mitchell. October 1954 it was 974. It is estimated that half of the children come from homes inside the village limits, the others from the unincorporated areas.

An accurate count of the population in unincorporated Carmel is impossible at this time. The Pacific Gas & Electric Company has no breakdown for customers in the various suburban areas, though it counts over 2,700 customers within the village limits. The Pacific Telegraph and Telephone Co. lumps all the Carmel exchange together--there are 6,356, about 400 more than a year ago--and can only hazard a guess that about half of them are in the city proper. Of the phones, 4,786 are residential, 1,570 business.

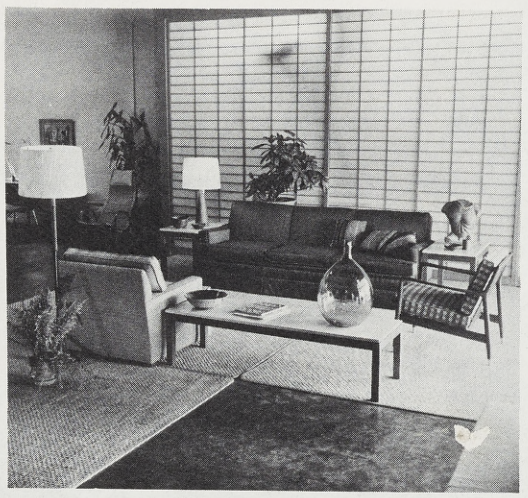
There is little indication that Carmel proper, whose boundary lines are still the original ones of 1916, will annex any outlying area in the near future.

The outlying areas have made no definite proposal to join Carmel. There has been no application for annexation so far, and a good deal of talk against it, both inside and outside the city. In Carmel's Council no one has yet gone on record for annexation.

Councilman John Chitwood, a retired Navy officer and one of the

(Continued to Page 18)

SPANISH MOSS COVERED GROVE AT POINT LOBOS Photo by Steve Crouch



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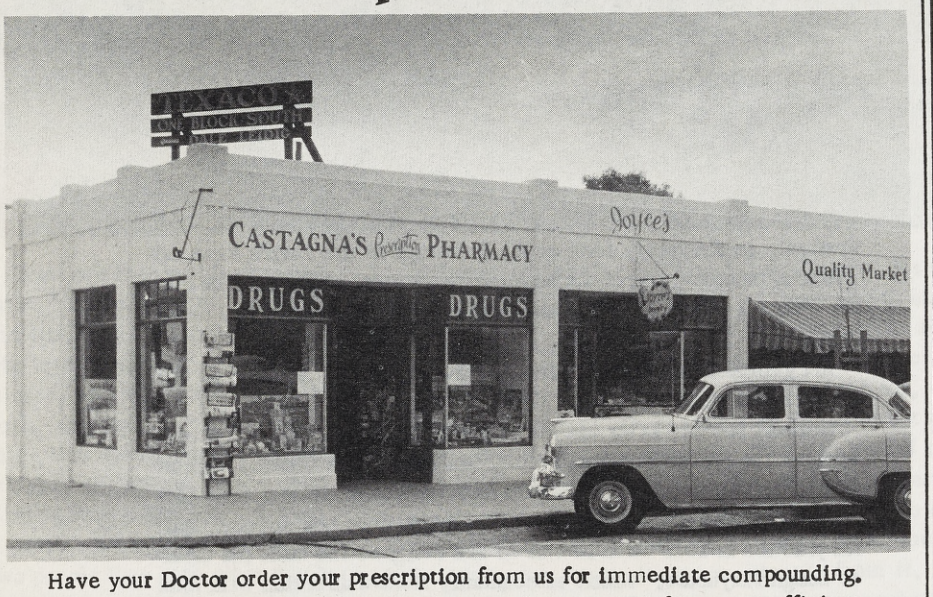

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MOONLIGHT ON THE SEA. Photo by Wynn Bullock

(Continued from page 16)

tion. If we endeavor to hold down Carmel generally, then the main character of the town can be preserved indefinitely."

Carmel Unincorporated, of course, has considered the possibility of annexation, but so far the drawbacks of such a step have outweighed its advantages. Unless there is a bad fire, the outsiders feel they are better off.

Taxes in the unincorporated area range from $3.74 to $4.40 per $100 assessed valuation, while in corporate Carmel taxes total $4.83. Outsiders, who can today build homes in a wide range of styles and materials, would further be bedeviled by many building restrictions which, had they been in effect in Carmel's old days, would have prohibited erection of a good third of the structures standing in Carmel today.

The unincorporated areas theoretically suffer from lack of police protection--a sheriff's patrol car comes by about three to five times a day--but there is no crime. The unincorporated areas, however, are dependent on the Carmel Hill Station of the State Department of Forestry fire service, and it's a long way from there to south of the town or part-way up the valley.

The present trend indicates a stacking of interlocking governmental bodies taking over the functions normally exercised by a city. Sanitary and school districts are superimposed, covering varying areas, and an eventual recreation district would pose the same problem.

Incorporation is definitely an issue.

The cultural life as well as the business life of many residents of unincorporated Carmel revolves around the village.

Everyone, sooner or later, comes to Carmel from surrounding areas if for no other reasons than to sit on the beach, go to the movies, listen to a concert at Sunset auditorium, perhaps attend the Bach Festival, go shopping, look at the paintings in the town's three art galleries or attend one of the amateur productions at the outdoor Forest Theater or the new theater-in-the-round at the Golden Bough Playhouse.

Art galleries and amateur theaters are, of course, strongly in the Carmel tradition.

Herbert Heron, later mayor of Carmel for two separate terms, founded the Forest Theater in 1908, and started the Carmel Shakespeare Festival in 1926. He again revived it last summer after several years' pause. Edward Kuster, a lawyer from Los Angeles, quit his practice in 1919 when he was 43 and designed and built the Golden Bough Playhouse. Kuster subsequently studied direction with Max Reinhardt in Germany, made the playhouse here world famous.

The first Golden Bough theater, eventually the first theater in the country to show movies in the "art theater" way, (coffee instead of popcorn), burned down in 1935. Kuster then bought the original Arts and Crafts Theater, founded by Perry Newberry and Alfred Burton years before, from the so-called "Abalone League", and turned it into the second Golden Bough Theater. It also burned down, in 1949. A production of Siegfried Geyer's "By Candlelight" had preceded both fires. Now managing a third Golden Bough theater, whose stock is owned by Carmelites, on the site of the ill-fated second, Kuster is still going strong for theater within the limitations of available talent and material.

The quality of today's local amateur productions may be below the standards of Carmel's golden age, as some old-timers claim. But, in recent months, the Golden Bough Players under the direc-

Carmel con't. on 103

THIS IS BIG SUR

Photograph by BRETT WESTON

There are men who love mountains. There are men who love the sea. There are some men who love both, separately, which is easy, and some men who love both, together, which is something that they cannot help and which is difficult because loving both together is like living through a terrible affair of passion where two people love each other much and fight each other much but cannot let each other go.

Such is the union at Big Sur.

There, south of Carmel, the mountains have wed the sea.

The Big Sur River, Sur meaning south and big meaning big, spills into the Pacific Ocean about 20 miles south of Carmel. Both Big and Sur are comparative terms. The Spanish originally called it Rio Grande Del Sur because it was termed big presumably because it was bigger than the usually quite narrow Little Sur which empties 16 miles south of Carmel and which the Spanish called Rio Chiquito.

It is from these rivers that the surrounding country got its name. It's an elastic name. On maps Big Sur is merely the community around Pfeiffer State Park. But common usage has the BigSur country stretching from the mouth of the Little Sur River down to Slate's Hot Springs, 15 miles south of the park, and as far on either side of the road as roads or trails or your tired feet will carry you. Some people even figure that the Big Sur country starts up around Palo Colorado, a lush redwood jungle canyon 11 miles south of the Peninsula where Rufus the Mountain Lion Killer even today hunts the big cats with a .22 rifle. And they figure it stretches right on down the coast to Lucia Lodge, fulyl 51 miles south of Carmel.

This elasticity does not matter. Lillian Bos Ross, a novelist ("The Stranger" and "Blaze Allen" both best sellers about the Big Sur country) who herself lives in the heart of the Sur, once wrote that the Big Sur is not so much a country as a state of mind.

Along this overwhelming coast and on the up-to 6,000-foot high Santa Lucia Mountains that rise steeply from it, and in the narrow canyons that cut inland between these mountains, there live altogether perhaps between 200 and 300 epople.

Electricity came to the Big Sur only four years ago, and today the Pacific Gas & Electric Company counts 121 customers between Palo Colorado and the Hot Springs where their lines dead-end. There are a dozen telephones in the area, mostly pay phones and official phones in the park as well as some at some of the hostelries, but it's all toll service straight into the Monterey exchange. D. D. Muir, regional manager for the Pacific Telephone and Telegraph Company, has engineers down there now surveying and he says chances are good that the Sur will get its own dial office in the near future.

Thus civilization is now coming to the Big Sur in a big rush, as it has come to most of America's primitive areas, and if progress is what you are looking for, you can marvel at the fact that just 25 years ago it took a man with two good horses and a light spring wagon 11 hours to make the trip from Big Sur to Monterey, 13 hours with four horses and a lumber wagon. The trip was made along the old wagon road, parts of which are still in existence today. Cars could also go over this road. Sometimes they made it. Sometimes they didn't.

Mrs. Hans Ewoldsen, postmaster at Big Sur ("They don't call us mistresses any more") and descendant of the area's oldest family, figures about 200 people in her immediate bailiwick. About half of these are permanent residents. That means they stay year in, year our, and most of these have built their homes with their own hands. The other half stays a while, a few months, a year, perhaps two, then leaves.

This permanent and semi-permanent community is not as closely knit as one would tend to believe. In the early days, of course, when neighbors depended on each other for survival, when survival was their common interest, it was different. But then, somehow, a few decades ago the community fell apart. Although everybody knew each other, there was little feeling of closeness, cooperation and interdependence.

When the Grange Hall was built a few years back, this looseness

(Continued on next page)

BIG SUR

(Continued from page 19)

tightened up again, and today there is again more closeness and community spirit and cooperation. As in any community there are, naturally, factions and personal dislikes, but in the overall everybody gets along and works together, certainly more so than in bigger and better-organized communities.

The permanent and semi-permanent residents of Big Sur make up an amazing potpourri. They include a few descendants of the original settlers, the Pfeiffers and the Posts; a few old-time families like the Trotters and real old-timers like P. J. Smith who came first in 1902 to peel tanbark for the G. C. Notley Company in Partington Canyon.

They also include some well-to-do retired people, some Sunday ranchers, a great many creative people and even more hangers-on, drifters and first-rate third-raters in the arts and crafts. It is the congregation of these people that has made the Big Sur famous and fashionable with the Bohemian crowd. They drift in from all over. Some can take the country. Some can't. Some really serious workers, like Composer Harry Partch, find it so overpowering that they cannot work and decide to leave. Others find, on arriving in the Sur, that they have come to their true home. And they can work. These people include controversial author Henry Miller, 63, most of whose books are banned in this country and whose general reputation still suffers from the lurid stories once told about him in the press as an advocate of free love and vehemently articulate objector to the restrictions of modern society.

Says Miller about his life on Big Sur's Partington Ridge:

"It takes a certain discipline to live up to this paradise here. It's something that commands you. Either you live up to it or it rejects you and sends you to a purgatory.

"You've got to live here in a spirit of serenity, peace and equilibrium...in an attitude of prayer and thanksgiving, surrounded by this immensity.

"You can't let yourself be let down because you have problems like other people. After all, they have nothing to compare with all this."

Others who, like him, find that they can work and live in the Big Sur, living up to the immensity around them instead of fighting

(Continued on page 21)

THIS IS BIG SUR

it, are people like Sculptor Harrydick Ross and his wife, Novelist Lillian Bos Ross; Anthropologist Maude Oaks; Author and Diplomat Nicholas Roosevelt; Sculptors David Tolerton and Gordon Newell; Painter Emil White; Poet Eric Barker and an artist named Emile Norman who very successfully makes plastic mosaics that sell like hotcakes at 5th Avenue prices.

The very immensity and overpowering strength of the landscape that the true creative people of Big Sur find either their strength or their failure in, combined with the remoteness from tightly organized society, makes possible a free life than can lead to imbalance and excesses as well as creativity and hard work. Big Sur, a rare haven for non-conformists of both the constructive and unconstructive kinds, has thus also attracted a lot of people who talk earnest about doing creative work but rarely get around to it, being too busy living a modern version of artists a la Rousseau's nature boys. There are also a number of outright bums, mostly the charming kind, who admit freely that they are out for the free, easy and uninhibited life they can still live at Big Sur. They get along on odd jobs. (Says Shawn Mallory, a good looking, charming and well-spoken young man who has both muscles and brains but prefers to live by the former: "I'm not going to pretend to be an artist. I'm just a bum and like it." Right now he is working hard in timber on top of Partington Ridge.)

Unofficial headquarters for the Big Sur's Social Life is Nepenthe, a spectacular restaurant in a spectacular setting. Nepenthe, owned by Bill and Lolly Fasset, was designed by Frank Lloyd Wright student Rowan Maiden adjoining a cottage once owned by Orson Welles in which the Fassets now live. A tale has it that Welles and Rita Hayworth honeymooned there, but fact of the matter is that the amazing Miss Hayworth never set foot there and that Welles was there only briefly when he first bought it.

Since Nepenthe (from the Greek

(Continued on Page 22)

SCULPTOR HARRYDICK ROSS works in sunny patio of his home in Big Sur. --Photo by Brett Weston

GARRAPATA BEACH ten miles south of Carmel Highlands. Photo by Brett Weston

BIG SUR's "Ma" Deetjen.

THIS IS BIG SUR

(Continued from Page 21)

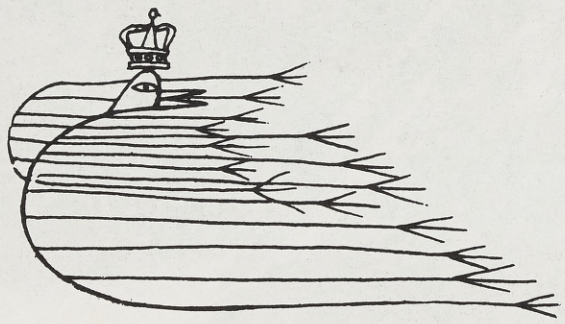
meaning something like "island of no sorrow") was opened in 1949, other movie stars, however, have passed through in droves, as well as plenty of celebrities in all fields of endeavor, for Nepenthe has become one of the showplaces of the West Coast. Steaks cost $5.50 and other prices correspond, but beer in pitchers still comes cheap enough ($1.50) so that Big Surites can afford to come. This adds immeasurably to the atmosphere of this fabulous joint as, at night, the kids, some in bare feet, dance wildly to folk tunes and good modern music by the light of an open fire; presenting to gaga-eyed tourists a picture of paganism, whirling fire worshippers on a terrace several hundred feet over the Pacific. Nepenthe's closing at the end of the season is always a gala costume event on Hallowe'en night to which people flock from all up and down the coast. At the 1954 closing, a young artist couple from La Jolla showed up as Adam and Eve. They were dressed in fig leaves, and they danced decorously and beautifully in the flashing firelight--now where else in the U.S. of the 1950's would that be possible in public?

The artists and psuedo artists and their kindred souls and friends generally help each other in many ways. And theirs is the closest knit life of the community, although the privacy of each individual is well respected.

Mrs. Helmuth (Grandma) Deetjen, who runs the Big Sur Inn a mile or so south of Nepenthe with her wiry Norwegian husband, is always the first to help out. The bulky woman, reigning from her chair in the back room of the Inn, gives everybody the benefit of doubt, and when they come in and have no place to stay she lets them sleep in the goat house. Currently five would-be Big Surites, vagrants of the sensitive kind, are under her roof.

The next helper is Ed Culver, the star route mailman who has serviced Big Sur for 25 years.

(Continued on page 25)



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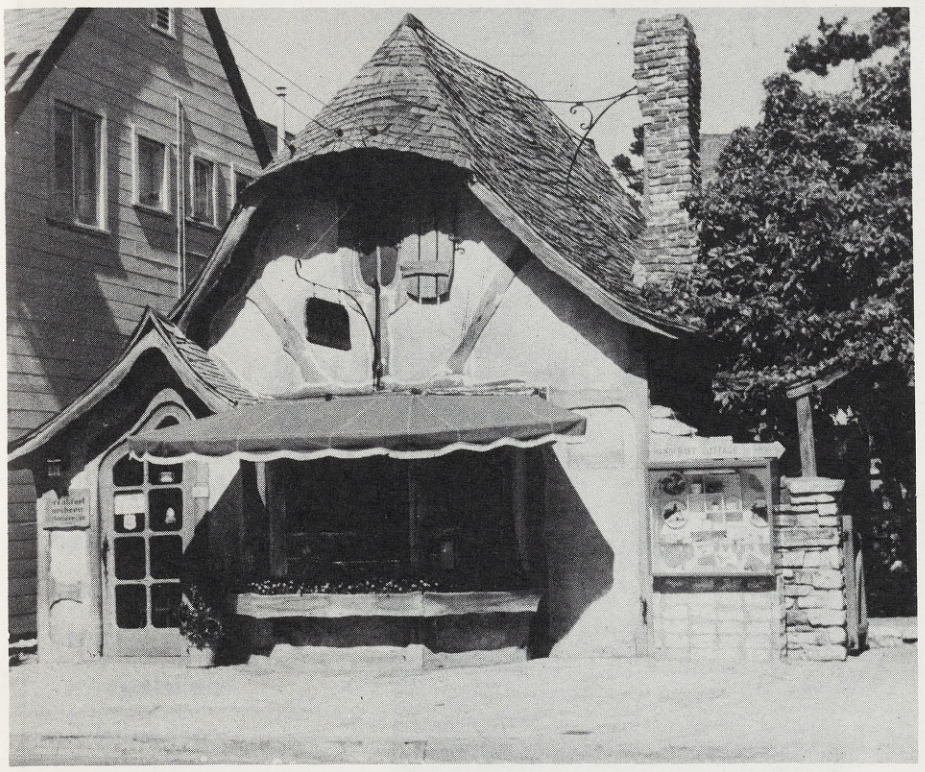

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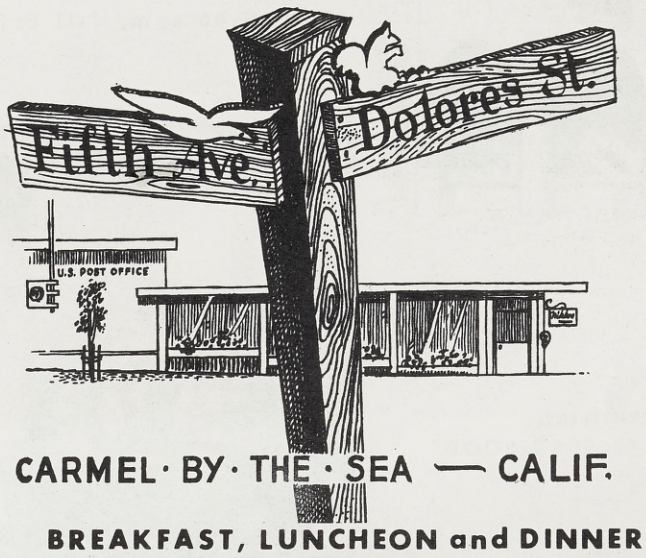

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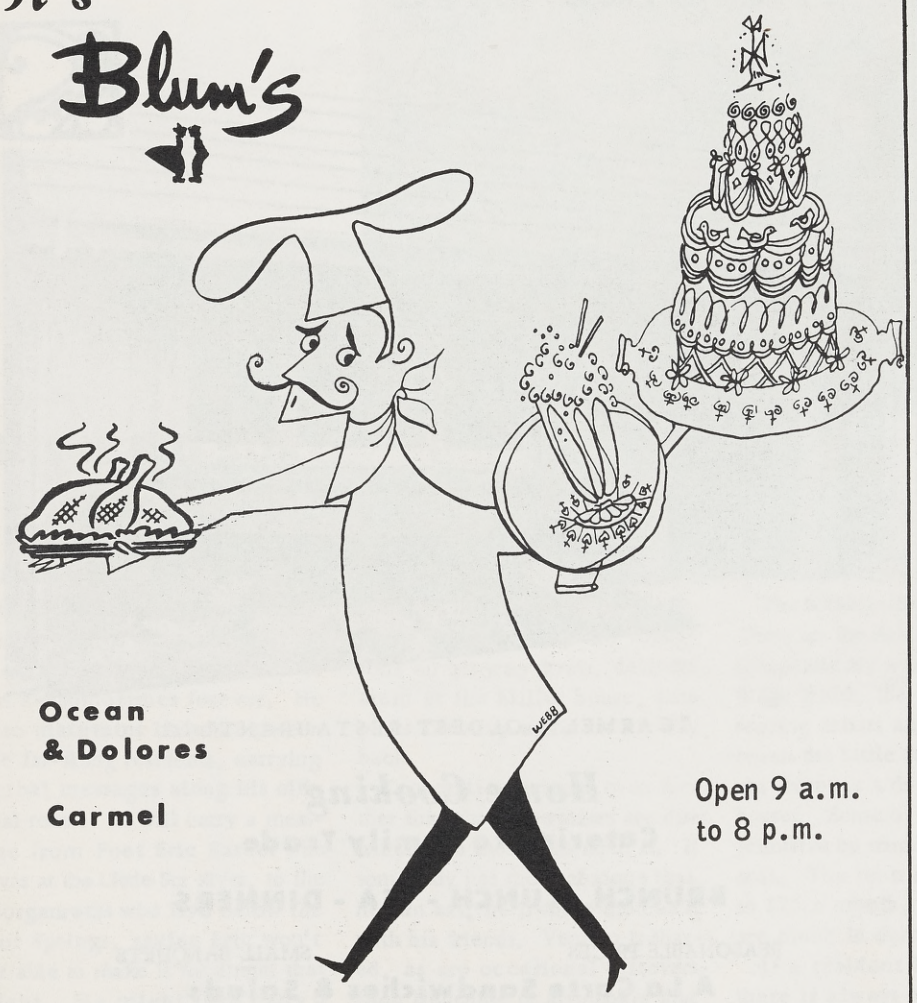

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AUTHOR HENRY MILLER AND HIS WIFE, EVE Photo by Wynn Bullock

THIS IS BIG SUR

(Continued from Page 22)

Ed Culver is also a grocery clerk and he carries many artists on his victuals cuff for long periods of time--sometimes forever. He also maintains liaison between the far-flung residents, carrying verbal messages along his official route. Ed will carry a message from Poet Eric Barker who lives at the Little Sur River, to the Morganraths who live below the Hot Springs, saying Eric won't be able to make it for dinner that night. He might then carry a message back saying: "Okay, Eric, make it Tuesday of next week."

Eve, wife of Henry Miller, now has a sort of creative kindergarten going at her home on Partington Ridge. Ed picks up the youngsters on his way down, delivers them at the Miller house, then picks them up again on his way back.

Cooperation extends even further than that. Surpluses are distributed to those who need it. If somebody has more abalone than he can eat, he'll share the catch with his friends. Venison is shared, as are occasional leftovers from Nepenthe or artichokes that Howard Welch has scrounged up in the fields south of Carmel. Such donations are usually deposited in the various mailboxes along Culver's route.

The housing situation is unusual. There are the rich landowners, the independently wealthy Partington Ridge group, the Innkeepers, the renting artists and drifters. Between the Little Sur River and Lucia there are a dozen or so rented houses. Some of them are quite primitive by modern realty standards. The rents range from $10 to $25 a month, and the houses are much in demand.

If a resident leaves the Sur, there is always someone ready to take the house over. This is not a planned system, it just works in this manner. There is, of course, a sort of screening process. The permanent residents will talk over the assets the newcomers might bring to the Sur, and if it is generally agreed that they have some creative ability or even think in some creative line, there will be a general move to find a place for them to live.

As for buying property, that's a different story. These days you can figure that an acre of Big Sur land costs about $1,000, but land is rarely for sale. Right now, there is just one steep home site left on Partington Ridge (at $1,000 an acre); Partington Cove is for sale for about $30,000, we understand, and some property is available below Deetjen's, two "homes"

(Continued on Page 27)

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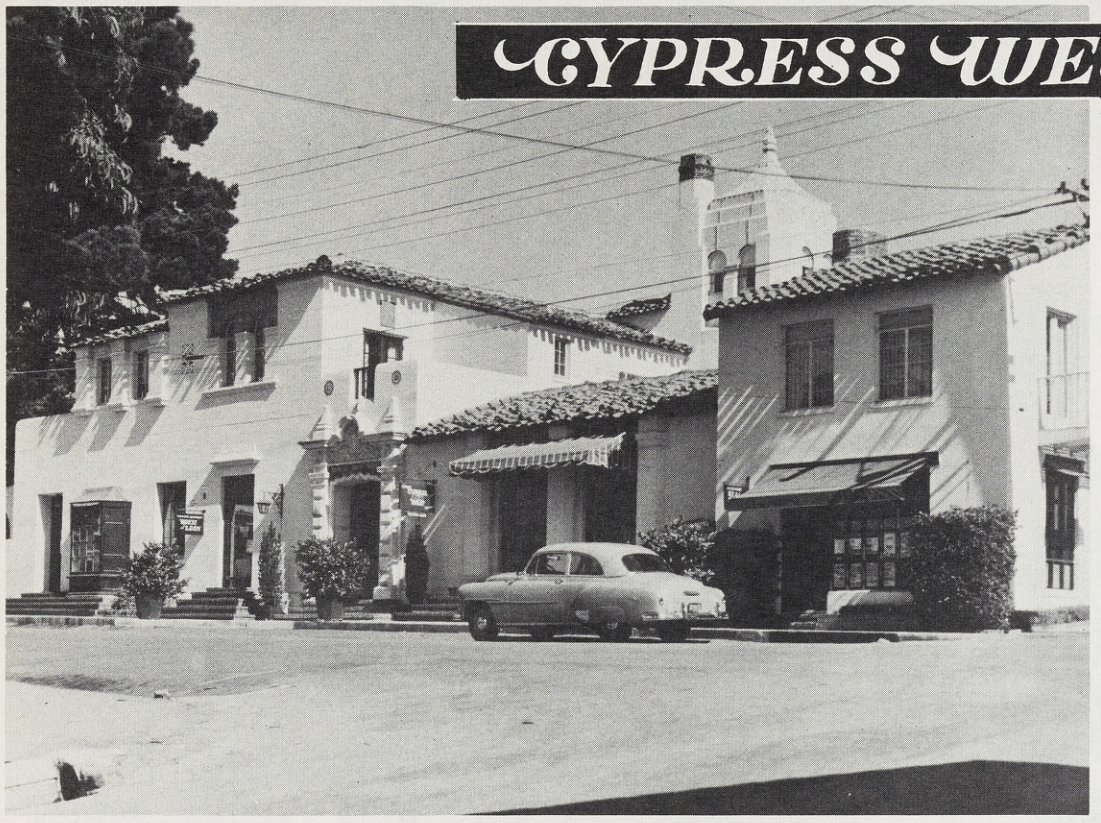

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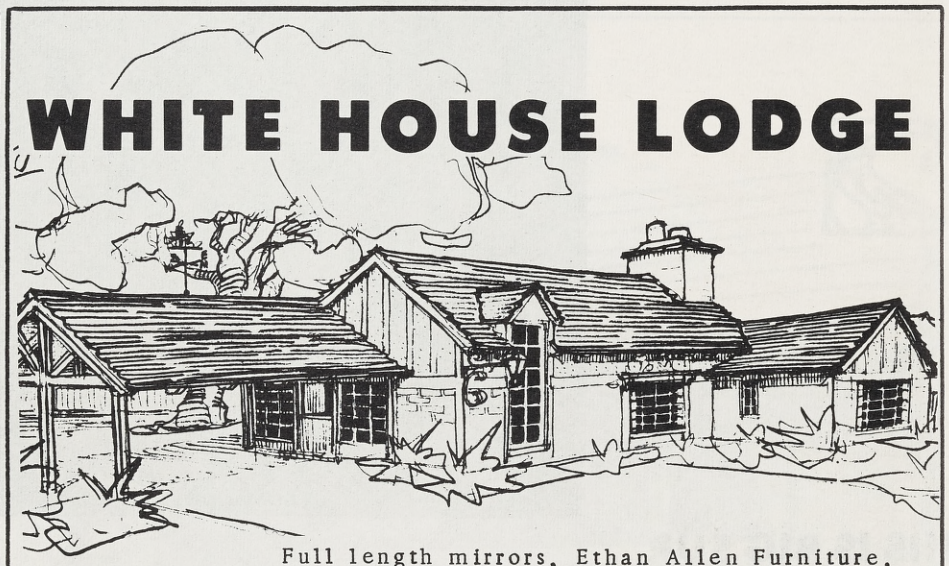

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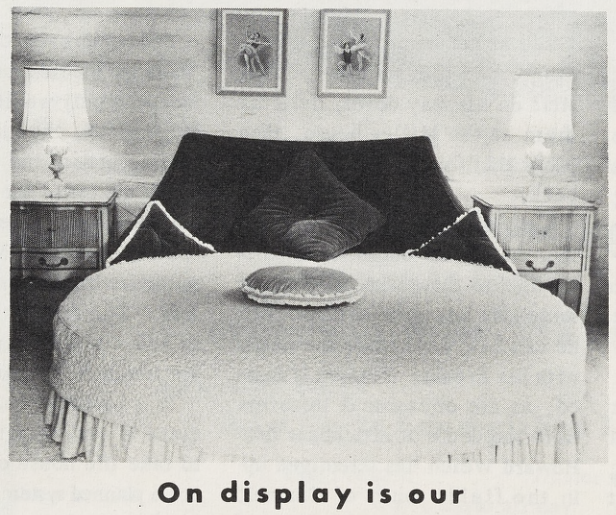

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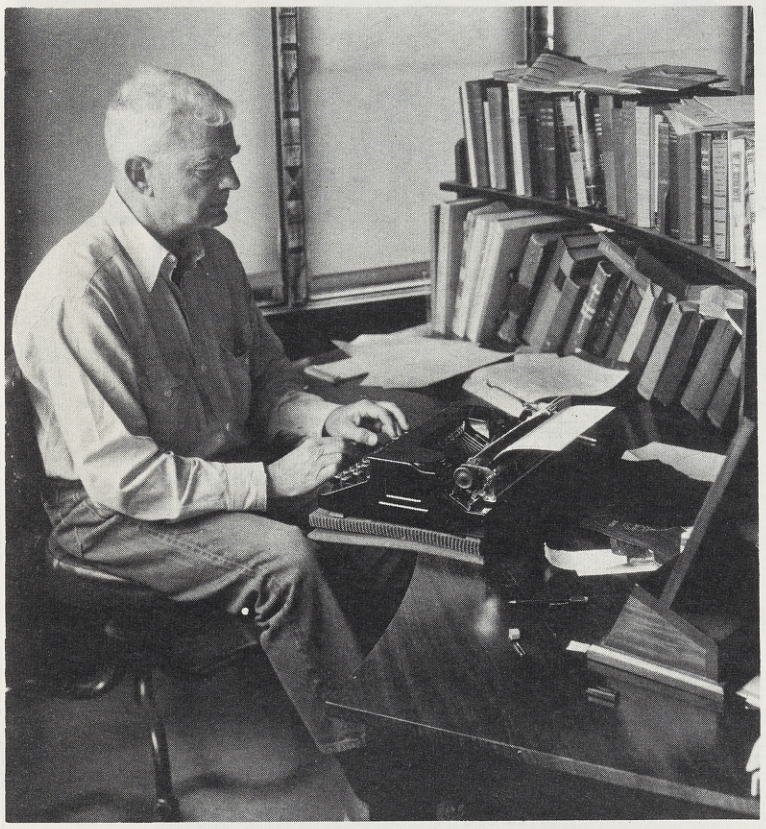

NICHOLAS ROOSEVELT, author, diplomat, at work in his Partington Ridge home. Photo by Brett Weston

MAIL BOXES list distinguished residents.

OLD RANCH HOUSE of homesteader William Bernard Post.

THIS IS BIG SUR

(Continued from page 25)

on 10 acres, for $10,000. That's about all at the time of this writing.

Even if an acre could be obtained for $1,000, it would cost at least another $2,500 to make part of it into a home site, grubbing the brush, bulldozing, drilling a well. And living at the Sur, unless you are of the artistic variety mentioned above, is not cheap. You may save on clothes, but groceries run higher because they have to be imported, or else you have to import them yourself, and you can figure five bucks for gas and oil and wear and tear on a drive to and from town.

According to the tax collector's office, the total assesses valuation of the Big Sur area is $506,770, and that naturally includes hostelries which account for most of it. If you add the Palo Colorado, it's another $675,370, but that's mostly summer homes of people in the Central Valley and doesn't as a whole fit into the Big Sur state of mind and life.

In the summer, of course, the character of Big Sur changes somewhat because of the deluge of tourists. The population of the area grows by leaps and bounds as the season approaches.

Pfeiffer State Park alone can accommodate up to 1,000 campers a night, and the lodges and motels and cabins along the highway, as well as some private campgrounds, can bed another 350 or therabouts, and they are usually full up in the summer.

There is the Ripplewood Resort, Crawford's River Inn, Redwood Lodge (in the rear of which open-air religious services are held during the season), Post's Rancoh Sierra Mar, Walker's campgrounds, the Big Sur Inn, and a new resort, Glen Oaks, is now abuilding. The swankiest of the establishments is the Big Sur Lodge, run by concessionaires in the State Park. It can accommodate 175 people, is open from May 1 through the middle of October. Rates, European plan, run $6 to $10 a day for two, which is

(Continued on page 29)

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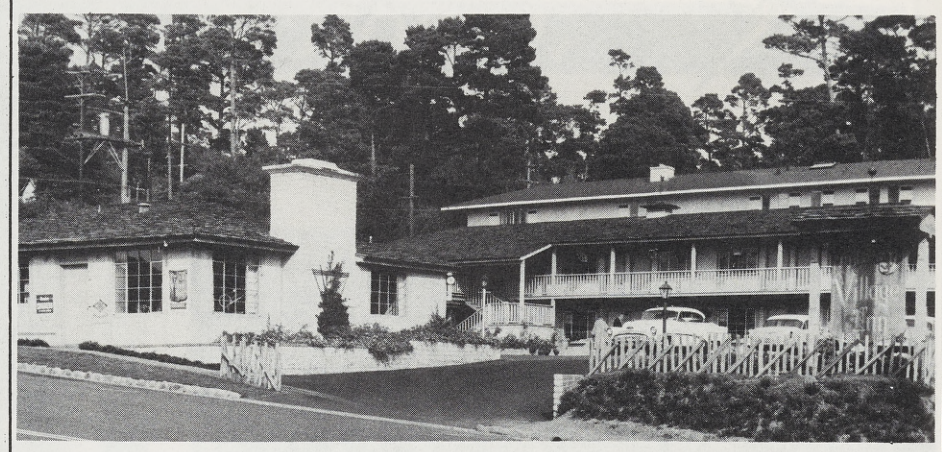

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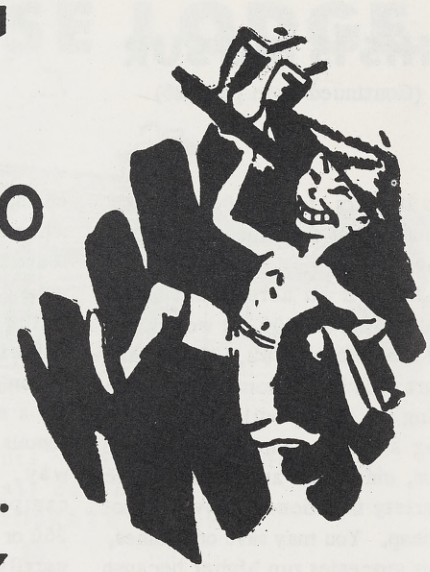
TRIO



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BIXBY CREEK empties into the Pacific about 12 miles south of Carmel.
Photo by Brett Weston.

THIS IS BIG SUR

(Continued from page 27)

about the range of all Big Sur establishments.

As the popularity of the Big Sur with tourists increases, private enterprise is constantly adding new accommodations to meet the increased demand. The State Park, however, has just about reached its limits for present facilities.

The Park statistics are staggering:

262,895 visitors were logged in 1952 by the ranger's office; 382,121 in 1954, and by August 28, 1955, the eight-months total already stood at 348,086 (as compared to 296,064 for the same period last year), thus promising a new record year in a series of record years.

Of 1955's visitors an estimated 75,000 to 100,000 have been campers, providing further testimony of the new national past time. Camping in the park costs $1 per vehicle a night, but it's so crowded and the demand is so great that during the summer usually only people showing up before 7 a.m. can find a vacant camp site. The park turns away an average of 100 campers a day.

* * *

Camping, which is considered roughing it even with the modern conveniences most campers carry nowadays, is a far cry from the rough life of the men and women who first settled on the site of the 680-acre State Park and the country to the north, south, east and west of it--west of it, yes, that too, because the 17-year-old State Park is in the Big Sur Valley at one of the few places where Highway 1 briefly meanders inland through the shade of the redwoods from the exposed and rocky coast.

The first white settler on record in the immediate Big Sur area was a gentleman named Davis, believed to be a relative of the Hudson family of Monterey. At about the same time Captain John Cooper took possession of a Spanish land grant of nearly 10,000 acres to the north and ran cattle on it. Cooper's land grant was the Rancho El Sur at the Little Sur River, and the rancho is still in existence today. It is the only large property on the Sur coast still its original size.

Early this year, Rancho El Sur was sold by Harry Hunt of Pebble Beach to Cortland T. Hill, grandson of James J. Hill, Canadian Pacific and Great Northern railroad tycoon, for a cool $900,000. Cattle are still run on the property, and the owners and their guests come down occasionally to hunt and fish.

Davis eventually sold his cabin, and perhaps some land bordering on what is now the State Park, to a family of Indians from Ventura. The head of that family was Emanuel Innocenti, a vaquero employed by Cooper on Rancho El Sur. The Innocentis raised seven children. All died of tuberculosis in their teens.

The first white settler whose descendants still live in the Big Sur was Michel Pfeiffer. He came in 1869. He and his family settled at the mouth of Sycamore Canyon near what is now called Pfeiffer Beach. The beach, often uncomfortably windy but nonetheless one of the loveliest along the coast here, was Pfeiffer property, and it is still in the clan today. Visitors, however, have access to the beach. The current owners of the Pfeiffer homestead, Mrs. Kate Dani and the Alvin Brazils, charge 50 cents per car admission which, considering the magnificence of that beach, is more than fair.

In an unpublished manuscript written laboriously by hand several decades ago, Mrs. John M. Pfeiffer, daughter-in-law of Michel, has recorded the early days of the Sur as she learned about them from talk in her husband's home. Mrs. John M. Pfeiffer, now widowed and 84 years old, is still alive. Mrs. Ewoldsen is her daughter.

In her family history, Mrs. Pfeiffer tells of how Mrs. Innocenti came to visit the Pfeiffers about once a year ("I have come to see my white sister," she used to say) and brought gifts of vegetable seed or flowers. "She came afoot, climbing the mountain between Sycamore Canyon where a truck road is now, keeping along the top of the mountain side because it was more open country and not so much danger of meeting a bear or mountain lion." The young Pfeiffer boys, well able to read spoors, soon discovered that Mrs. Innocenti walked

-- continued on page 97

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LONE CYPRESS on Midway Point, Seventeen Mile Drive. Photo by Julian P. Graham

PEBBLE BEACH -- KINGDOM OF PLENTY

A Yale football captain turned eleven square miles of virgin forest and sand dune into the golf capital of the world.

He discovered it on a horseback ride.

That was in 1915. The husky gridiron star was Samuel F. B. Morse.

He decided then and there that the Del Monte Forest and the Peninsula as a permanent seat for "class living" had barely been touched.

Morse, grand nephew of the telegraph inventor, partially derived his interest from the fact that he had been called in by the Pacific Improvement Company, catchall corporation for the fabulous Big Four of western development to see what could be done about the Monterey Peninsula. The Big Four included Charles Crocker, Leland Stanford, Collis P. Huntington and Mark Hopkins.

Under Morse's guidance this wild kingdom of plenty has come to have an assessed valuation of $6,600,000 on the County tax rolls. This figure, at best, is 40 percent of value. Even this is regarded by some realtors as a short yardstick of its actual value.

The forest has 550 homes, owned by a wide range of celebrities and blue bookers.

An average of 4,000 cars pass through its four toll gates each day to visit its 140-room Del Monte Lodge and shops, its three champion golf courses, two country clubs, and boys' school, Robert Louis Stevenson. In addition it has a gigantic sand plant well hidden in a remote section of the forest.

Today thousands visit Pebble Beach alone to traverse its 17-Mile Drive (actually 9.8 miles), to see its wild coastline, picturesque Cypress trees, witch and ghost. But in 1915 it was another matter.

The 7,000 acres of the Monterey Peninsula, purchased by Crocker in 1879 at $5 an acre to augment the success of the Southern Pacific spur line south of San Francisco, was not doing so well.

Even the fabulous old Hotel Del Monte, built as the most fashionable hotel in the West complete with polo fields, race track and other items to attract the carriage trade, was being hurt by the war in Europe.

Morse did two things--he brought in a first class manager for the hotel (now the Navy School) and then turned his attention to the untouched forest.

He re-routed the 17-Mile Drive, picked up the deed of choice Pebble Beach waterfront lots. One such site was the present site of Del Monte Lodge. It was then the site of a Chinese fishermen's village. He also rushed construction on the Pebble Beach Golf Course and the Lodge.

In a short time Morse became an influential figure on the Peninsula. In fact, one night the Monterey City Council met and decided to reform the city boundaries excluding the Hotel Del Monte and other East Monterey lands from the city limits. The property was not reannexed until after the old Hotel Del Monte was sold in 1948 to the Navy.

By 1919 the property was so healthy that an eastern syndicate offered $1,200,000 for the property. Morse, figuring if he was good enough to run it for somebody else might as well do it for himself, got the backing of Herbert Fleishhacker and other San Francisco friends and purchased the holdings for $1,300,000.

The company was renamed Del Monte Properties. Morse, president and chairman of the board, today is still its major stockholder.

Morse, in developing the area, soon added two more golf courses,

(Continued on Page 33)

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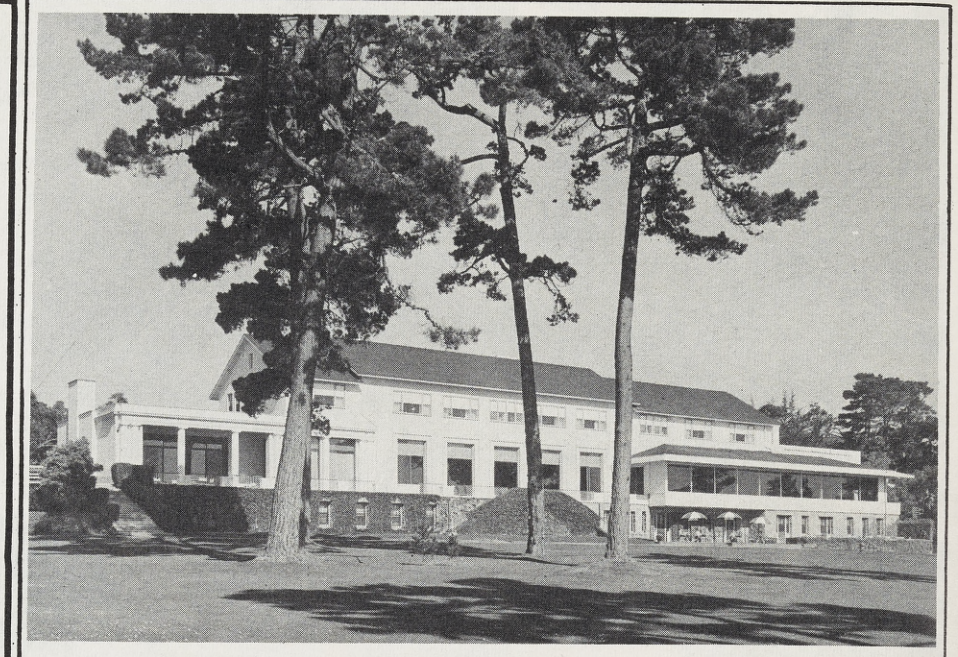

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Pebble Beach Hunt	January 1-2
Bing Crosby Pro-Amateur Golf Championship	January 12-15
Washington's Birthday Tennis Jamboree	February 18-19
Pebble Beach Concours d'Elegance	April 21
Pebble Beach National Sports Car Races	April 21-22
Pebble Beach Hunter Trials	May 5-6
Stuart Haldorn Perpetual Trophy Yacht Races	May 28-30
Del Monte Dog Show	May 27

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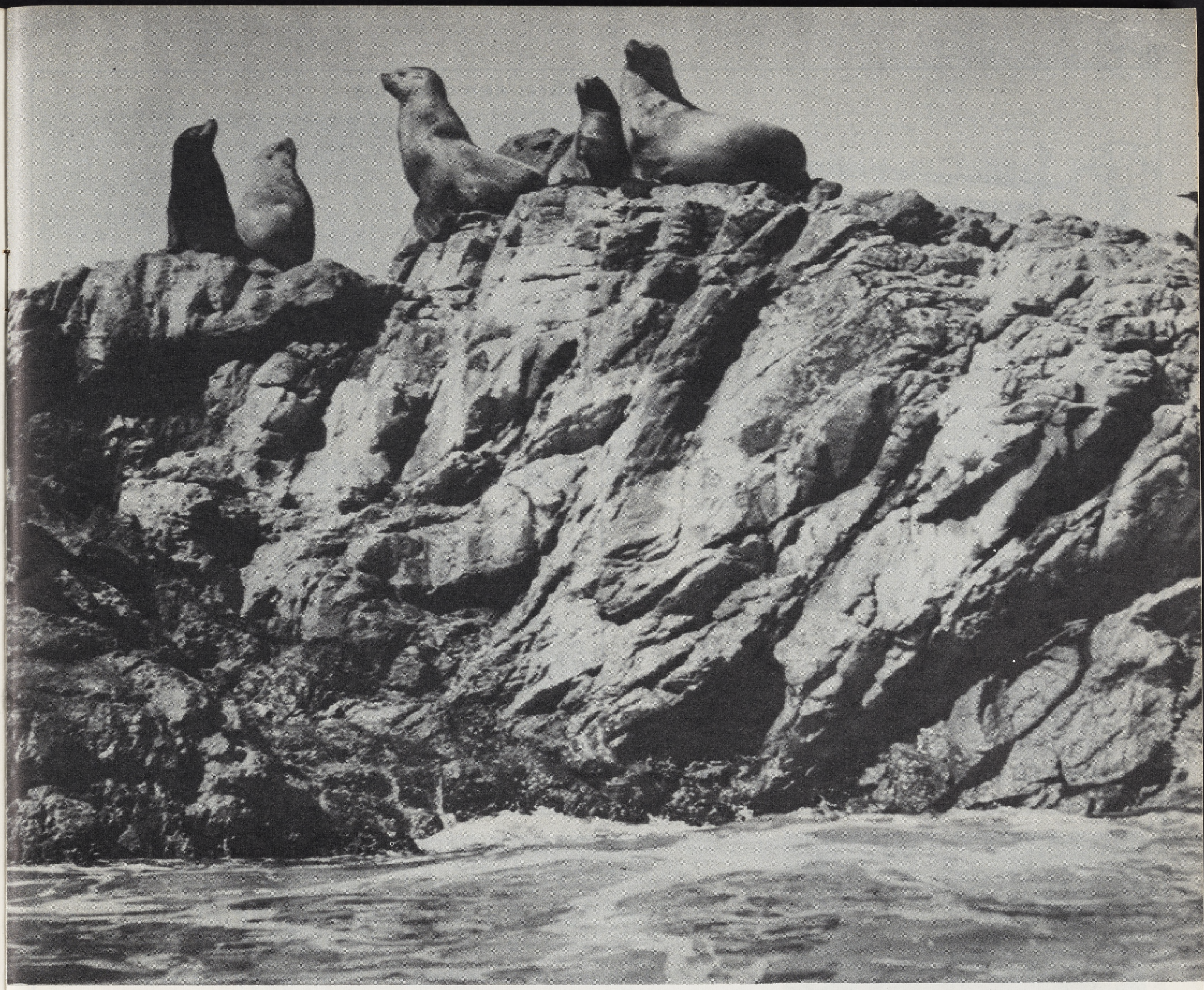

SEALS CAVORT on the Seal Rocks which can be seen from 17 Mile Drive. Photo by Julian P. Graham

THIS IS PEBBLE BEACH

(Continued from Page 31)

Cypress and Monterey Country Club, and by 1929 Pebble Beach was used for the National Amateur Open Championship. Later, when the Del Monte Hotel was sold to the Navy for $2,149,000, he added some more rooms to the Del Monte Lodge and a shopping center and sought to have it re-capture the carriage trade calendar of the other hotel. In addition the Pebble Beach Road Races were promoted, another step in attracting the "right people".

Through the years the development in Pebble Beach has been a unique, threefold, real estate resort augmented by an incongruous but profitable sand plant. The sand plant is credited by company officials with pulling the properties through the last depression.

Pebble Beach has been called a feudal estate. This is actually an inaccuracy since few of its millionaire and other residents could be called slaves.

Del Monte Properties does, however, own its own roads, demand a toll of visitors and a fee of residents, to keep them up. Morse rules on all buildings and additions. He had managed to keep the area in the County, permitting a lower tax rate to property owners than urban areas of the Peninsula.

Although all property developments are ruled on, Morse does not require a rigid form of architecture as "long as it is harmonious to the region". And it must be said that, unlike many real estate developments, Pebble Beach under his leadership has preserved its natural beauty.

The area's architecture includes the Byzantine mansion built by Mrs. Templeton Crocker, 48 columns from 32 countries and 17 rooms. The house, which cost $1,000,000 to build.

The George Hart's who owned it until recently, added a swimming pool and beach of radiant sand. The area's architecture also ranges to very modern as depicted by Movie Director Robert Buckner's guest house.

Today, at 69, still ramrod straight, Morse maintains:

"Frankly, I was glad to see the canneries go. The Navy School and its type of people is worth much more to the Peninsula. People who talk about turning the canneries into factories are talking through their hats.

"The Peninsula's future lies in further development as a recreational area and making it a cultural center. Any industry brought here should be in the nature of main offices of insurance companies or publishing houses."

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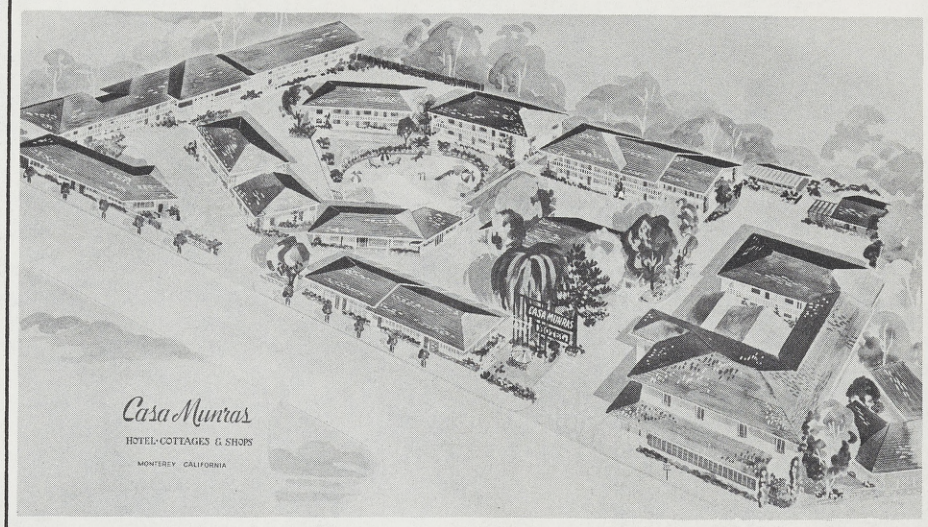

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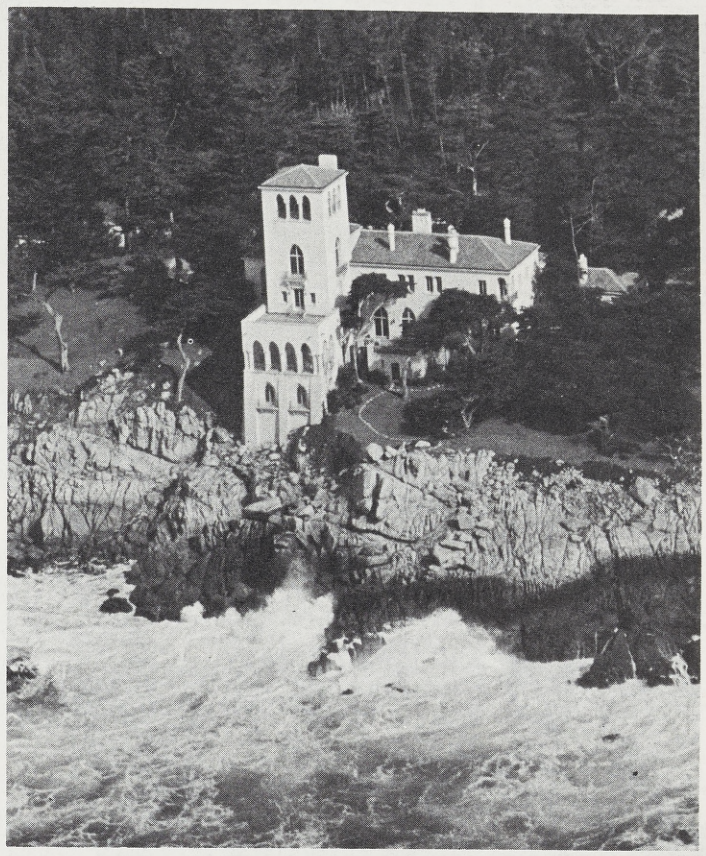
Dedicated in 1924 to "the cultivation of the dramatic resources of Monterey Peninsula", the fame of the superior productions of this local group has been carried to the far corners of the country.

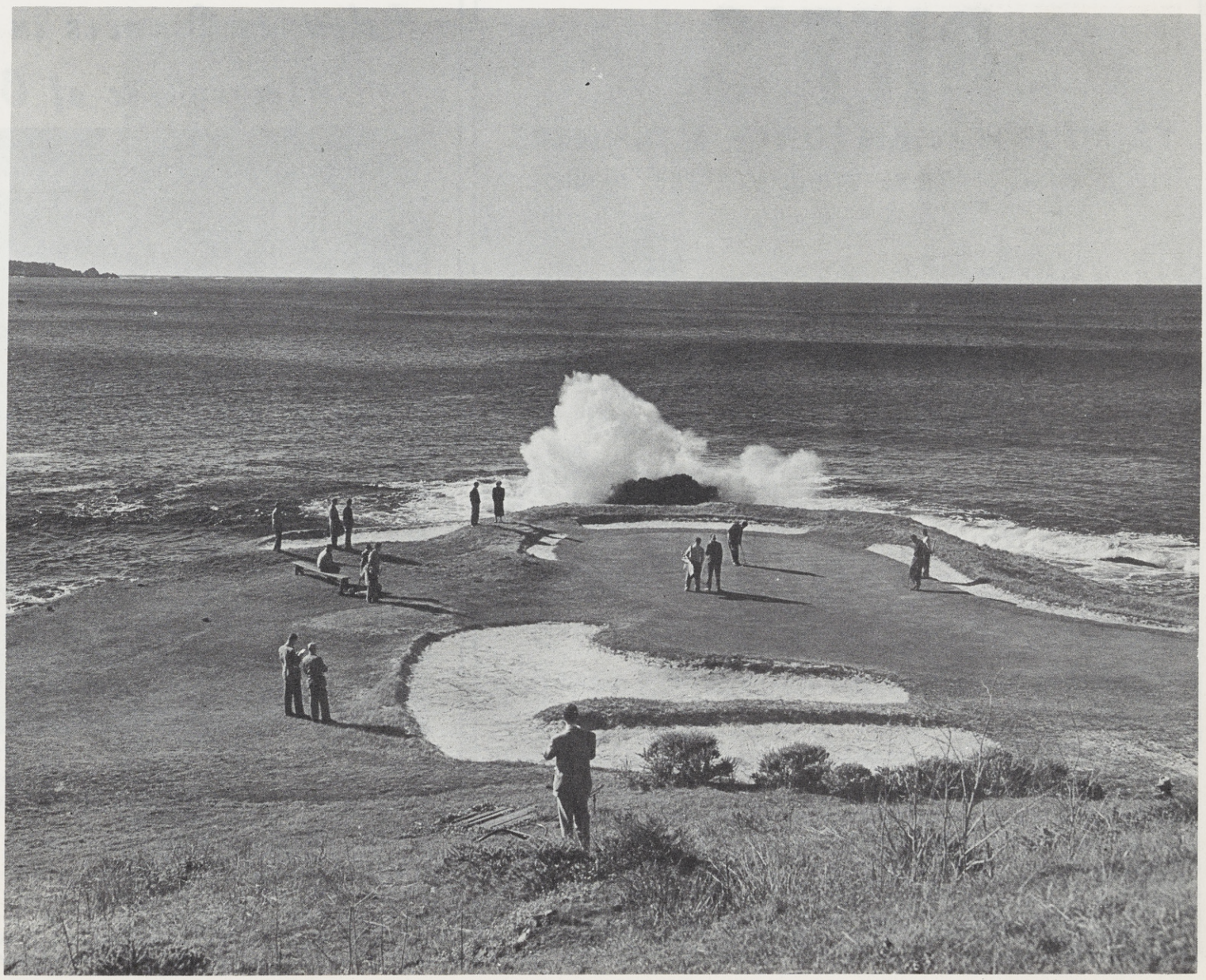
A decided "must" for the Carmel visitor.

A SCENE from the Golden Bough Circle Players production of "Skylark"

THIS IS PEBBLE BEACH



THE CROCKER MANSION, 17 Mile Drive. Photo by Julian P. Graham.



THE PEBBLE BEACH COURSE is considered one of the most difficult in the world.
Photo by Julian P. Graham

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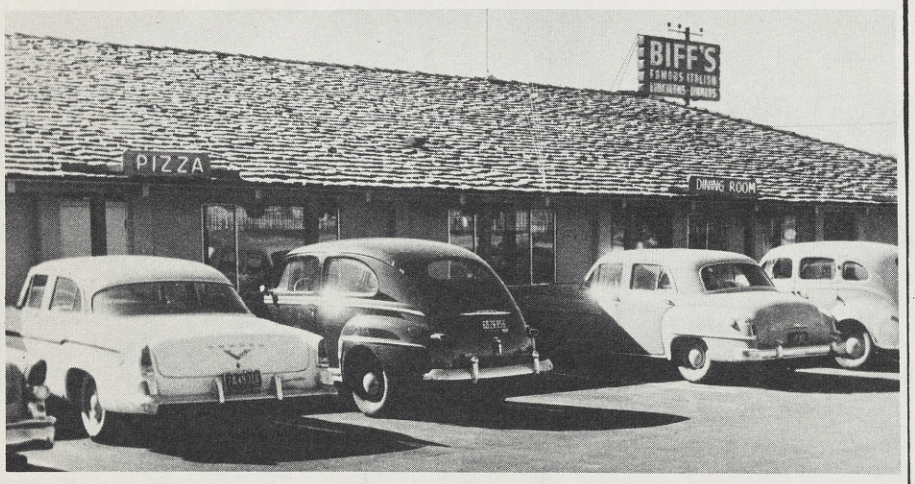

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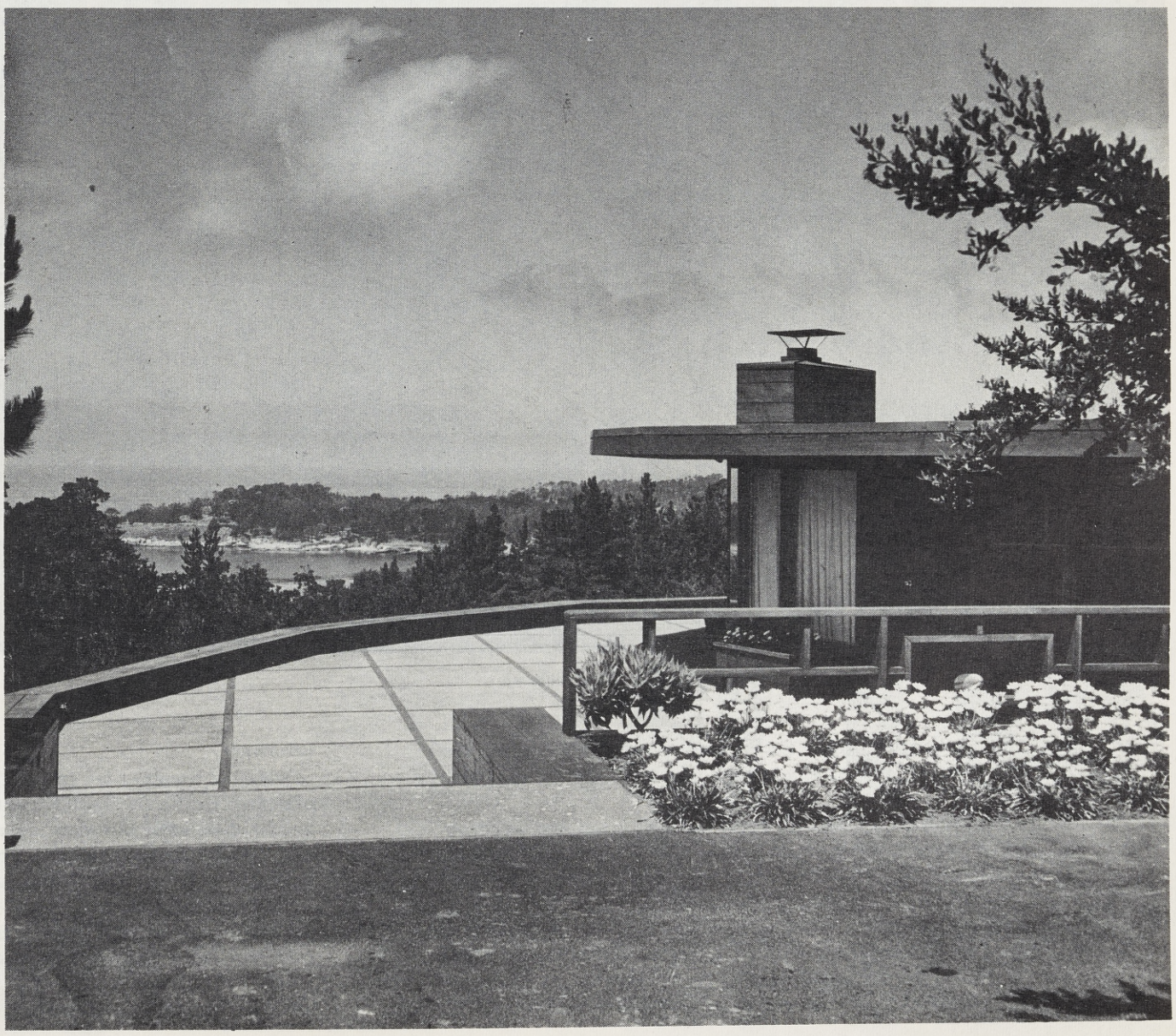

ARCHITECTURE in Pebble Beach ranges from Byzantine to modern. Above is the home of Bing Crosby, left, movie director Robert Buckner's guest house.

THIS IS M

MONTEREY BAY, the "Circle of Enchantment". Photo by Wynn Bullock

Just about everybody on the Peninsula knows the old saying that it's Carmel by the Sea, Monterey by the Smell, and Pacific Grove by God.

It's an old saying indeed. Since the time it was first spoken by some unknown wit, Carmel's focus has moved somewhat inland from the sea, Pacific Grove has lost some of its by-Godliness, and Monterey doesn't smell of anything in particular.

The smell in the old saying referred, of course, to the stink of fish from the canneries, from the reduction plants where sardines were boiled up into fertilizer, from the "stickwater" troughs where the blood water of fish slaughter was evaporated to yield a dungy sediment.

Today, the sardines are gone. They have been gone so long that even their cloying fish smell has gone, washed away by many, many months of cleansing salt water breezes from the sea. And gone with the smell is Monterey's only productive industry. Cannery Row is all but dead; a few canneries live on in enfeebled, uncertain senility.

Yet, somehow, Monterey is bigger than it ever was before. Wealthier than it ever was before. Busier than it ever was before. No other productive industry has taken the place of the canneries. Yet it is so.

Why?

Because historical circumstance, lucky location have made it poss-

ible for Monterey to be a prospering hanger-on of a rich nation. The town that lost its fish and missed the boat manages today, despite itself, to get fatter on the surplus of America.

Monterey lives on the military.

Monterey lives on the tourists.

Monterey lives on the retired.

It's a town of service industries, historical sites and monuments, restaurants, hotels, motels and tourist traps, shops and car dealers, realtors and building contractors. It produces next to nothing. It exports only pleasant memories.

Its efforts today are not directed toward new productivity. It hopes and works to keep the military, to attract more tourists and to entice more retired money. Whether or not the income from these sources is spent directly in the City of Monterey doesn't matter much. A generous share of every dollar spent on the Peninsula is bound to pass through Monterey sooner or later.

Not only does Monterey not seek new ways of productivity, it does not even participate actively in pushing the productivity of the adjoining Salinas Valley region despite the obvious benefits it would derive from such a growth. If Moss Landing and the Salinas Valley communities were to boom, the Monterey Peninsula would become the logical bedroom for the executives and white collar workers of the new industries, become the recreation area for all. A housing boom on the Peninsula would be but one of the consequences. And Monterey, the natural hub of the Peninsula, would be fattened like a turkey before Christmas.

Yet Monterey refuses to support the development of a large commercial harbor at Moss Landing, worrying instead about persuading the Federal Government to improve its own port facilities miles from any possible big industrial development. Nor does it take any measurable interest in the efforts of the Monterey County Industrial Development Committee to do anything for the Salinas Valley and thus indirectly for Monterey or even directly for the Peninsula and Monterey itself.

It vaguely hopes sometimes for the fish to come back, yet would not want their smell. It works to draw conventions, tourists and wealthy settlers to the Peninsula. For the rest it relaxes in the smug belief that the military will stay, and that it is bound to benefit from

(Continued on Page 41)

S MONTEREY

MONTEREY WHARF by Wynn Bullock

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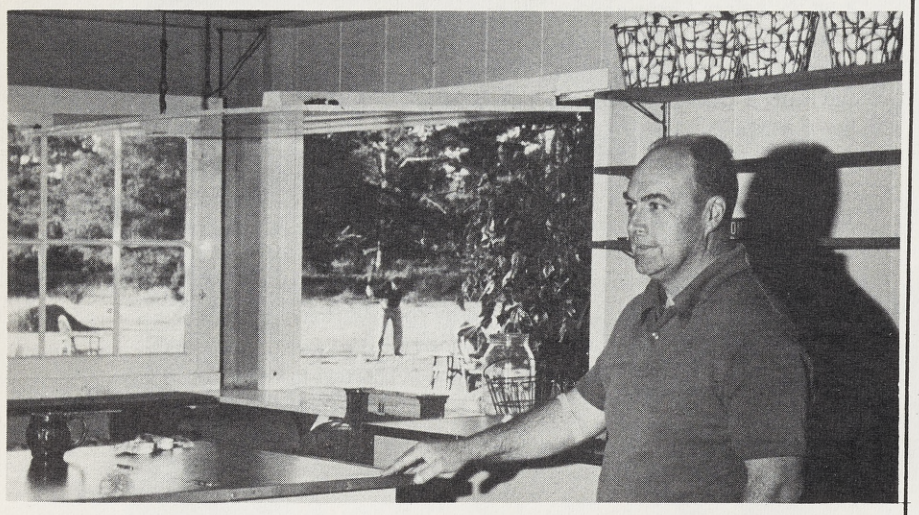

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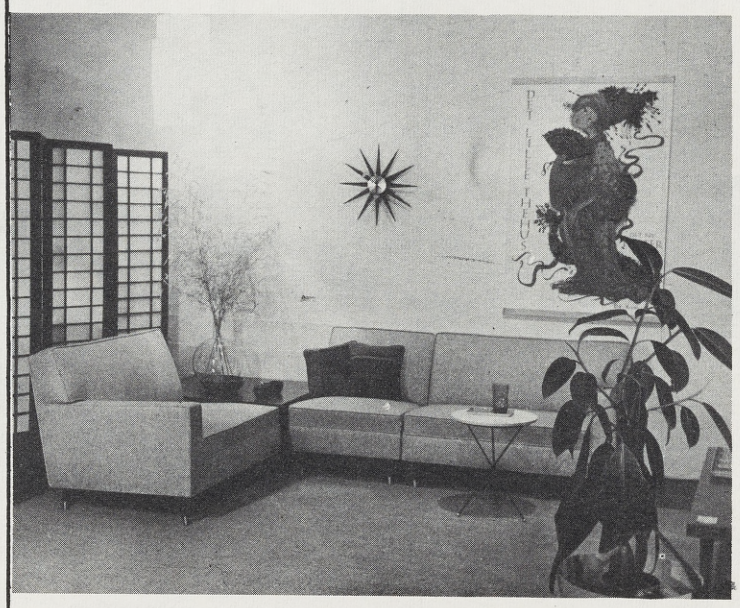

Casa Mañana

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THIS IS MONTEREY

(Continued from page 39)

the overflow of California immigration and the discouraging smogs of the Los Angeles area.

* * *

Not that Monterey or the Peninsula should have smoke-belching industry. Its purposes would be well served by having industry next door, and by letting the nation know that the Peninsula is a wonderful place to live and to visit. Industry on a large or even medium scale would destroy the assets of the area: natural beauty, clean and invigorating air, a somewhat detached cosmopolitanism, an impressive sense of the flow of history.

Monterey is old. It is one of the oldest communities in North America. The Spanish came to Monterey just 50 years after Columbus discovered the new continent, long before any of the original 13 colonies yet had a name. From these Castilian beginnings, through Mexican domination, through Russian ambitions, through Yankee conquest, and on to the modern day jumble of ingenuity, enterprise and lethargy, Monterey's history extends.

Scattered throughout the city are relics that trace the by-gone times.

One of Monterey's many old adobes, the Custom House--now a State Historical Monument--is probably the oldest building in California built by the Mexican government. The lower north section is believed to be the oldest part. It was constructed in 1827 on the site of an early Spanish warehouse. Here the Mexicans collected tariffs to help pay for the upkeep of their outpost on the Peninsula.

Colton Hall, now center of Monterey's municipal government, was the scene in 1849 of the debate that gave birth to California's constitution with its admission as the first Pacific Coast state into the union, when Monterey still was the capital of California.

California's First Theater, built originally as a boarding house and saloon for sailors in 1846, was where the first paid theatrical performances in California were held.

The Presidio (with its classic Mexican Royal Presidio Chapel that was started in 1770) was first the seat of Mexican rule, then a United States cavalry garrison, is now--and most modernly so--the station of the United States Army Language School.

Old Montereyans are very conscious and very fond of their city's history. They love to recall the glories of the past, to chuckle over the anecdotes of the passing parade. One of their favorite stories--and a true one too--that brings Monterey history alive to them is the tale of Commodore Thomas Ap Catesby Jones, commander of the Pacific Squadron of the U. S. Fleet.

Commodore Jones was a little ahead of history. In 1842, believing prematurely that the United States and Mexico were at war, he captured Monterey. The Mexicans surrendered without a struggle. But Jones had to give Monterey back to them two days later when advised of his error. He also had to buy new uniforms for a number of Mexican soldiers who tore theirs in flight. Commodore Sloat, in 1846, finally took over where Commodore Jones had to leave off. With official blessings he raised the first American flag over California at Monterey's Custom House.

Old Montereyans also like to remember such things as the brief residency in their city of Robert Louis Stevenson who came to Monterey in the fall of 1879 to court Fanny Osbourne. And literary Montereyans, now happy that their Cannery Row doesn't stink any more, show the canneries off to visitors and tell them about John Steinbeck.

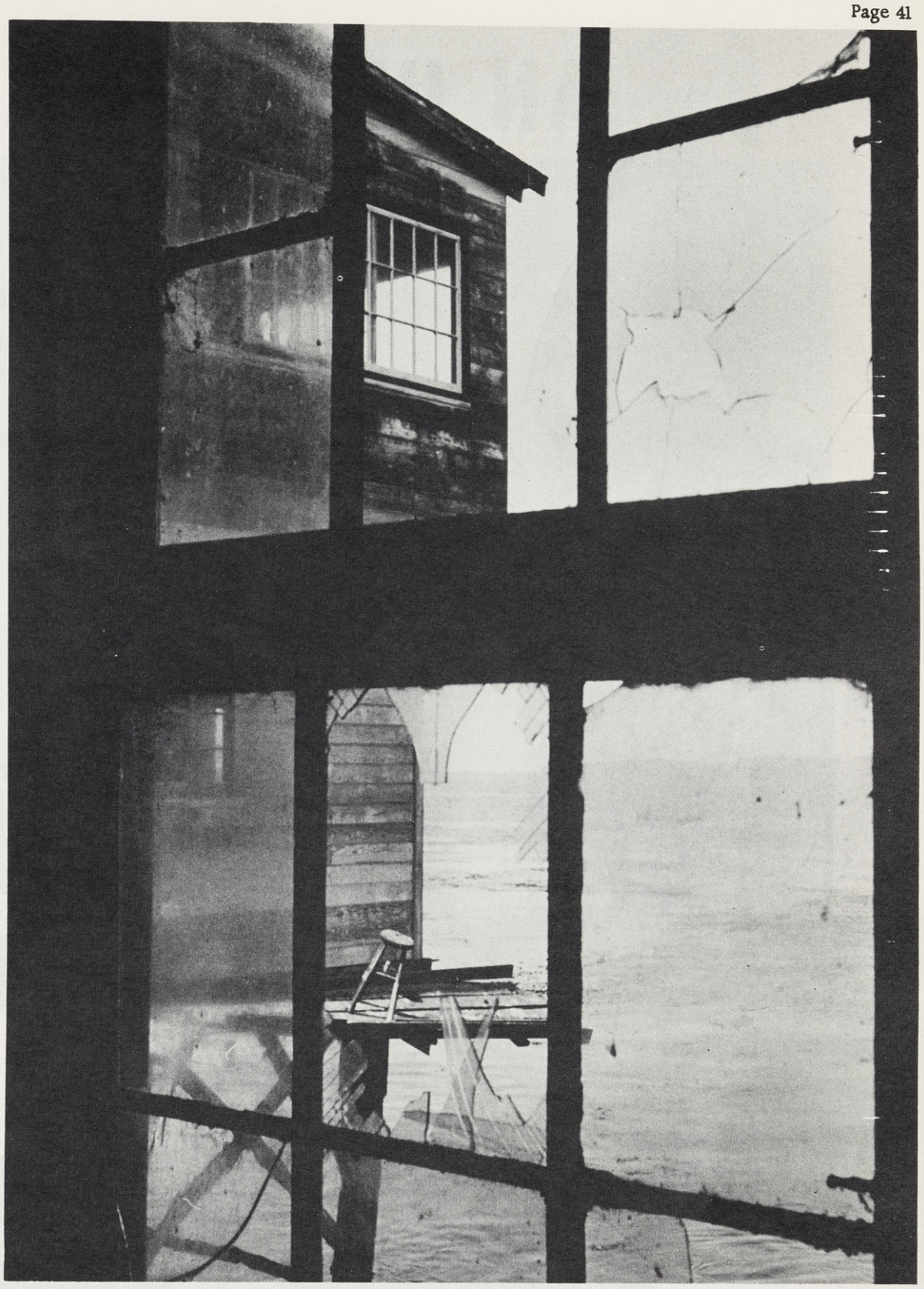
It would seem that with such a rich and varied history--tangible history being a fine tourist attraction as well as something to take personal pride and comfort in--everything necessary would be done to preserve the atmosphere of historic Monterey.

But that isn't always so.

The shaping of Monterey today is in the hands of many different interest groups, the strongest of which is Monterey's semi-transient population of the military and their dependents who care primarily about the city as a place to live comfortably in for a while. This group's apathy in civic matters other than taxes, traffic and schools is balanced by the large section of any population which doesn't much care what goes on anyway.

Most of the people truly interested in shaping Monterey--the advocates of historical preservation as well as merchants, entrepreneurs and professional men who have their businesses and offices in the city--don't live in Monterey at all. They have no official voice in its government. Not being residents of the municipality, they can neither vote nor run for public office.

This situation--not an uncommon one in the suburbanization of our American civilization--is recognized as a real problem by Monterey's tall and husky 42-year-old city manager, Walter Hahn, Jr., a former planning consultant from Millbrae who has had the $12,000-a-year job in what is probably the world's most charming city hall for three years.



CANNERY ROW Relic. Photo by Wynn Bullock

Says Hahn:

"Our councilmen have to learn to listen to those people who do not have a vote here but do have a definite interest in Monterey."

The fault of those deprived of vote is, of course, their own. They could live in Monterey. If they prefer to make their homes in Carmel, Carmel Valley, Pacific Grove, Seaside or the County, it's their own choice. In some cases the choice was almost forced upon them: many old Montereyans moved out of Monterey when the smell of the fish reduction plants spread from Cannery Row in the 1940's until it hugged everything in Monterey's hill-bowl around the Bay in a stomach-churning embrace.

Councilmen don't always listen to these inside-outside voices. But that isn't the city's only recognized civic problem. There are many other problems, most concerned with the community's continuing economy and the rest with the situations that will inevitably arise if a continued and growing economy is achieved.

In the former category are the problems of keeping the military--i.e., good relations with the military--and the problems of attracting tourists and new settlers with incomes from the outside or retired capital. In the latter category are the problems of dealing with increasing population density, particularly the traffic and parking problems.

A few years ago, despite its busy fishing port and bustling Cannery

(Continued on page 43)

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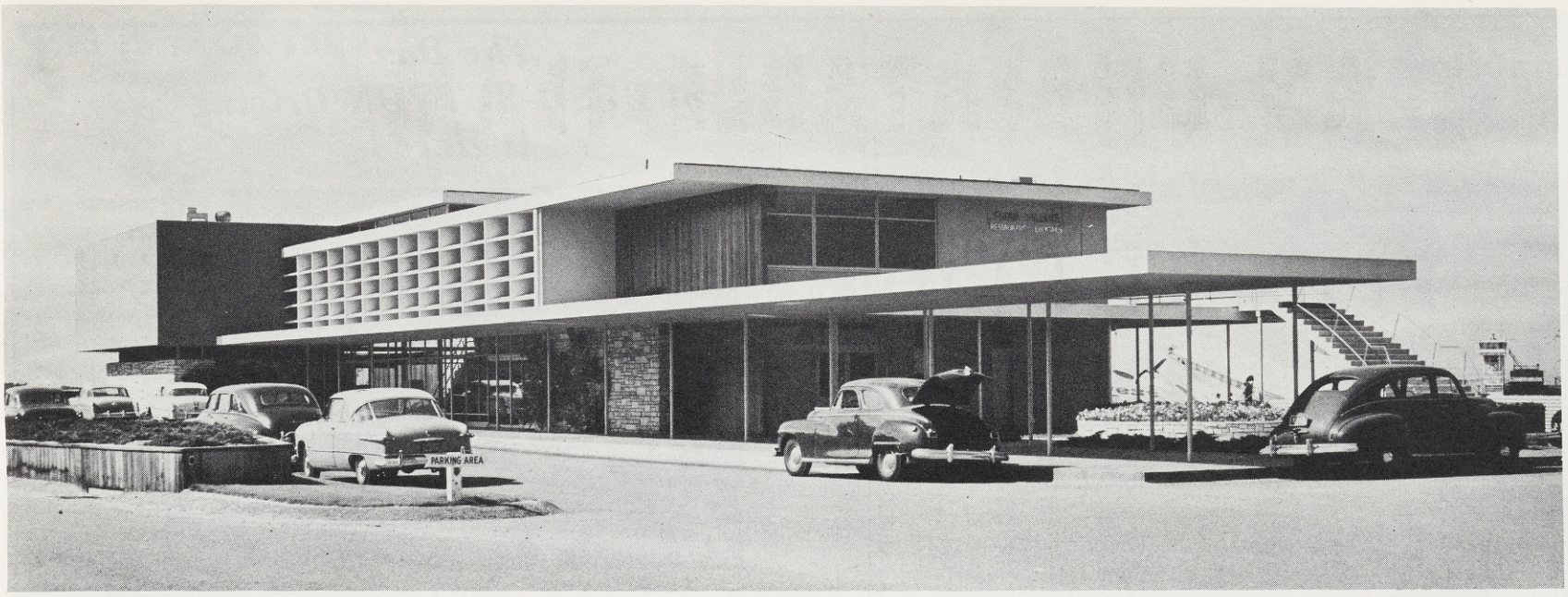


ADMINISTRATION BUILDING at Monterey's Municipal Airport is large modern structure. Photo by Lee Blaisdell.

THIS IS MONTEREY

(Continued from page 41)

Row, Monterey was really a quiet, sleepy, little town. Its population in the mid-40's was around 10,000. In 1953, it was 19,400. Today it's an estimated 21,000. Annexations of Monte Regio, Monte Vista, upper New Monterey, La Mesa and Del Monte Grove had something to do with this increase, but in the main it's just Monterey getting its share of the 1,000 men, women and children who move to California every day from other parts of the country.

In 1945 the Pacific Gas & Electric Co. counted 3,595 electric meters and 3,362 gas meters in Monterey. Today there are 6,807 meters for electricity and 6,371 for gas.

The same increase is shown in telephones. D. D. Muir, Peninsula manager of the Pacific Telephone and Telegraph Co., reports a total of 9,051 telephones (6,578 of them residential) in Monterey proper today compared with 8,526 (6184 of them residential) just six months ago and 4,118 (3,093 of them residential) in 1945.

The growth of the general Monterey area--including Monterey, Pacific Grove, Seaside, Del Rey Oaks, the Country Club, Fort Ord and Ord Village--is indicated by an even more impressive increase of telephones since the end of the war: from 7,838 to 21,138.

The total assessed valuation of the City of Monterey jumped from $11,685,590 in 1945 to an estimated 27 million this year. In the pre-depression peak year of 1929 it was only seven million dollars.

Monterey Post Office receipts, according to acting postmaster Kenneth Brown, were $470,504 in 1954, more than twice what they were in 1947, about seven times what they were in 1939, about nine times what they were in 1929 (barely 53,000).

Bank deposits, slumping briefly with the disappearance of the sardines, climbed back up in a hurry. They are higher in Monterey today than they ever were before.

The Monterey School District (which includes Seaside and some unincorporated areas) has spent and is still spending $4,509,141 in a series of federal and district fund allocations for new construction in the period 1949 to 1956. This new construction will provide 130 new classrooms by 1956, according to Charles Reed, the district's building and grounds superintendent. Figuring the California average of 33 pupils per classroom, that means an additional 4,290 new students (kindergarten through high school) in six years, and these classrooms will be filled to capacity (maybe over) as soon as they are finished.

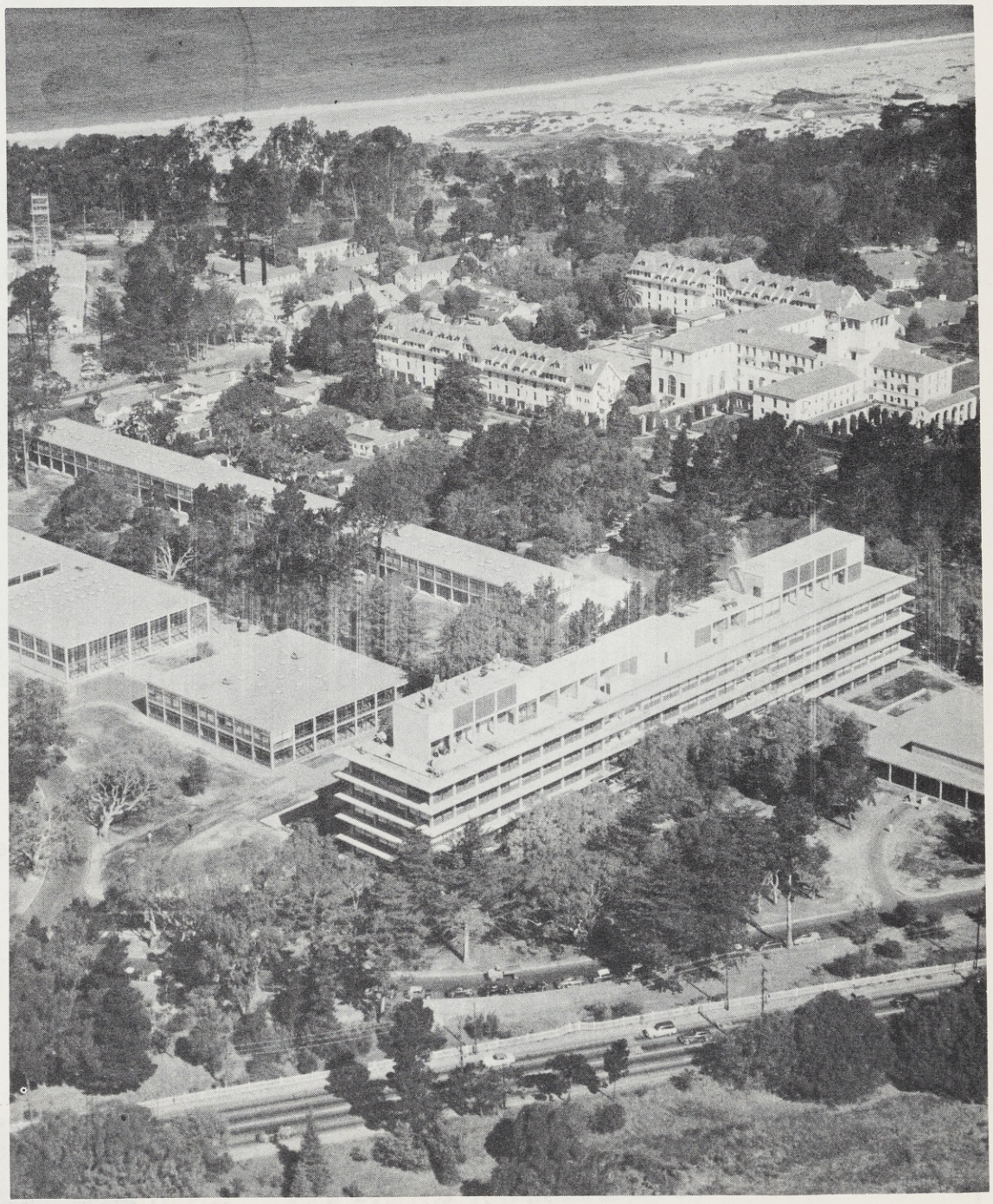
Glen Goodwill, school superintendent for these last 11 years of tremendous growth, quotes the average daily attendance increases in just the last year as 4,731 to 5,366 in the grade schools and 1061 to 1110 in the Monterey Union High School. At Monterey Peninsula College registration stands now at 1323 up 20 per cent from last year.

Enough, for a while, of statistics. This is the trend. Even though Monterey doesn't do much to help the figures along, they keep on climbing, reflecting growth, increased economic activity and prosperity.

Like any other growing American community, Monterey is faced by a traffic problem. This problem is bound to grow as the city grows, and right here is a point of conflict between the traditional and the modern: Monterey has many old and crooked, narrow streets that lend an old-world charm to the community. Yet such streets

(Continued on page 45)

U.S. NAVAL POSTGRADUATE and General Line School is on the former Del Monte Hotel grounds. U.S. Navy Photo.



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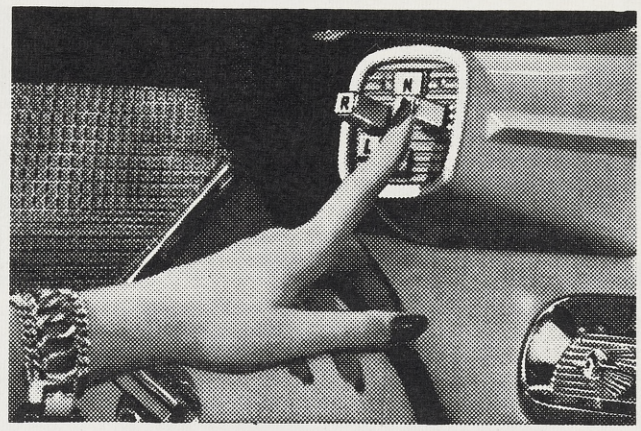

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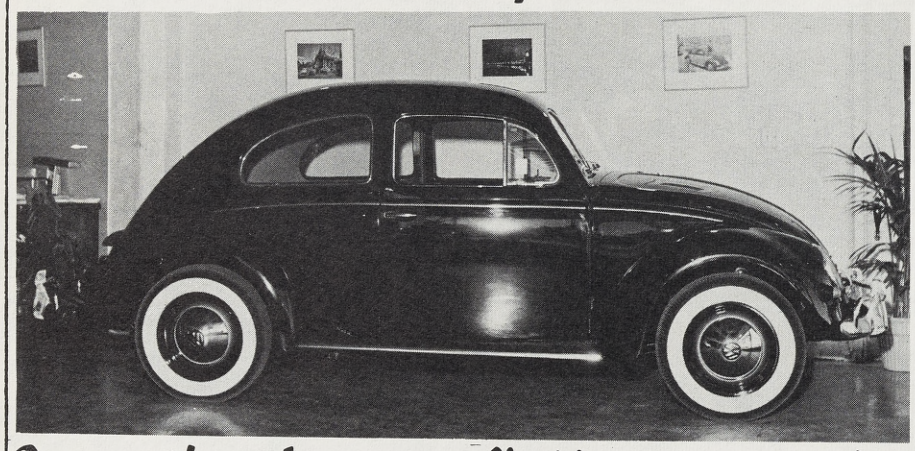

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THIS IS MONTEREY

(Continued from page 43)

are a handicap to traffic movement. What should be done? Rebuild Monterey into a modern planned and sterile city, or sacrifice automotive convenience and safeguard the charm? Some day Montereyans will have to make their choice.

The same applies to the parking problem. Monterey has taken a step in the right direction by acquiring in recent years a series of municipal parking lots that are slowly being equipped with parking meters. As a result, the parking problem is less pressing today than in many other American cities of similar size and activity, but time does not stand still and every year there are more cars to park.

It is quite likely that the municipality will keep on buying new lots as the need arises. Parking can be a lucrative municipal enterprise, and if not lucrative, at least self-sustaining. Monterey now has 553 parking meters on its streets and 25 so far on its lots. The annual revenue from all meters fluctuates around $40,000--money that can be reinvested in the parking problem.

Altogether, the city is in excellent shape financially. The municipality has been running in the black right down the line. The city's surplus fund was $420,877.19 on June 30, 1955, compared with $148,338.46 at the end of the 1950/51 fiscal year. This surplus fund allows the city to operate on a true cash basis, enables it to make improvements without launching bond issues.

At the same time, tax rates were reduced from 2.21 and 2.34 to 2.12 and 2.18, not a big reduction but a reduction nonetheless. City Manager Hahn credits this financial accomplishment to greater efficiency in government. The number of city employees is 187.

Despite its favorable financial situation, the city does have long-range fiscal problems: how to finance expensive municipal improvements, improvements like building a civic auditorium, taking advantage of Monterey's pleasant but currently sloppy and neglected beach, constructing a pleasure-boat harbor--all improvements that would help Monterey income-wise with tourists.

Take the beach. The City of Monterey owns the gentle stretch of sloping sand from Fisherman's Wharf eastward to about 100 yards beyond the big pier, from the Southern Pacific tracks down to 50 feet beyond low tide. The beach is nothing today but a potential. Hardly anybody ever takes advantage of it because it has a semi-slum atmosphere. With the proper improvements it could be a true fun beach.

Take the pleasure boat harbor. This would be a real boon to the community, especially since it owns--by State grant--so much of the tidelands. This means that the city could collect port fees and keep them, something not possible in San Francisco for instance since the city and county there do not have the right to the tidelands.

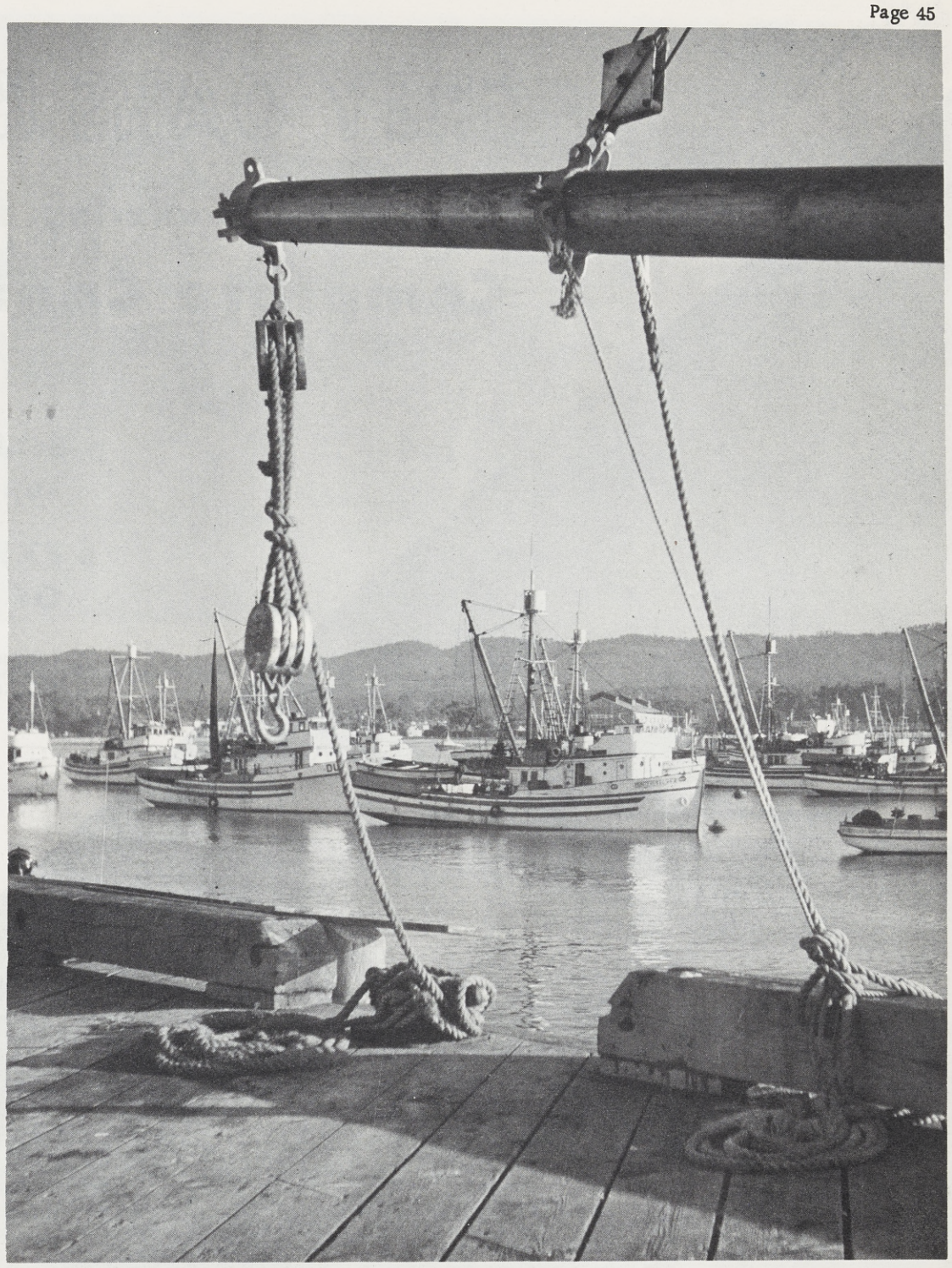
Hahn still thinks that a commercial harbor would be a good idea even though the necessary breakwater would cost about $7 million, of which the city would contribute $400,000, the rest coming from the Federal Government. The District Corps of U. S. Engineers is planning a further study of the feasibility of a protected harbor in Monterey, is now waiting for an appropriation to undertake it. Hahn feels their findings will be positive, not only because of the port's commercial and recreational potential, but because of its "substantial military potential" for the use of the U. S. Navy Postgraduate School and the shipment of troops to and from Fort Ord.

Not everyone agrees with Hahn, not even loyal Montereyans like Carmel Martin Sr., a practicing lawyer still at the age of 76 and so loyal a Montereyan that not even the fish smells could drive him away from the old family home on Martin Way. "A recreational harbor", says Martin, "yes, but a commercial harbor for Monterey has never been a sound project. They can have hearings after hearings, but they'll never justify in tonnage the need for a safe harbor which would entail another breakwater."

The city could have justified the building of a port at Monterey if things had turned out differently back before the turn of the century.

In the 1890's when, in the words of Martin, "Monterey was a sleepy old place and Alvarado was a dirt street with board sidewalks, a few dogs lay out in the street and a horse or two were tied up in front of a saloon, and a few spring wagons and a few lumber wagons were on the street, probably not a dozen down the whole street, when in the winter a flood of water came down Pacific Street and turned Alvarado into mud" then, in that decade, Monterey's history could have been changed.

What could have changed it was the Fresno Railroad, a project planned to connect the port with Fresno in California's Central Valley. There was quite a celebration in Monterey when the job got under way, buntings and speeches and ceremonies and a good deal of carousing. Workmen graded the track bed as far as the Salinas River when, a reliable story goes, other interests interfered with the financing which was being done by an Eastern syndicate. That was the end of the Fresno Railroad, Monterey did not build a commercial port and railroad-wise it only has a spur line that links the Peninsula to the Southern Pacific main line up near Watsonville.



FISHERMAN'S WHARF WHEN THE FISH WERE HERE -- Photo by Gordon Johnson

So Monterey has missed the boat in many ways.

It lost out on being the State Capital.

It lost out on a mainline railroad.

It lost out, chances are, on a port.

It lost out on industry--regardless of whether or not industrial development would actually be a long-run advantage.

It lost out on eastward expansion: it could have had what is now Seaside if it had been willing to take on the extra financial load for a while until the area became revenue producing, which, as anyone could see, it some day must.

It lost out on the sardines.

That's a long list of losses for any community. And, if it had not been for natural endowment and circumstance, these losses could have been fatal.

What has kept Monterey going and growing has been primarily the military. It inherited the Presidio. It was lucky to get Fort Ord and the Navy School.

Between the three installations--and the U. S. Naval Auxiliary Air Station which is really a facility for the Navy school to keep pilots in the school from losing their practice--the military payroll is about $8 million a month, a major share of which finds its way into the economic merry-go-round of the Peninsula and thus Monterey.

In addition to the military payroll, there are other items of in-

(Continued on page 47)

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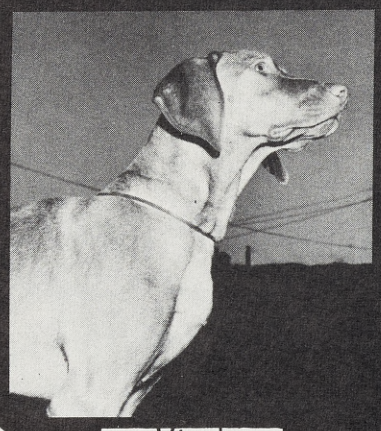

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THIS IS MONTEREY

(Continued from page 45)

come from the military installation. The Army Language School at the Presidio has over 200 well-paid civilian teachers who live on the Peninsula and spend most of their income here. There are some 86 equally well (or better) paid faculty members at the U. S. Naval Postgraduate School. There are civilian service employes at both schools, and there are over 2,000 civilians working at Fort Ord. There were more just a little while ago, and the announcement of the reduction due to budget cuts had the community buzzing resentfully for many weeks. It hurts to get hit in the bread basket.

Another item of income these days lies in the Army's change of buying procedure from quartermaster requisitions to open-market purchases. Fort Ord spent about half a million dollars that way last month, some of it on the Peninsula, again with Monterey reaping its share directly and indirectly.

Not an inconsiderable item of military income is construction expenditure. Right now, Congress is considering a Defense Department request for construction money allocations of $1,878,000 at the Presidio, $1,407,000 at Fort Ord, and $119,000 at the Navy school.

(An indication of the importance of Army money to the Peninsula and of the fact that Monterey is pretty much of an Army town these days was given last winter when Major General E. K. Wright instituted an 11 p.m. curfew for Fort Ord enlisted men as a traffic safety measure. This chopped an estimated $200,000 or more out of the Peninsula's annual income, with downtown Monterey bars and cafes reporting business slumps of 15 to 35 per cent.)

Government today is by salesmanship, lobbies and sometimes pressure groups. Just as the Monterey County Industrial Development Committee retains an Eastern representative to sell Monterey County to industry, just as the City of Monterey retains a former Army engineer to promote the building of a port at Monterey with the Engineers Corps, the Monterey Peninsula Chamber of Commerce has an active and hard-working military affairs committee whose aim it is to promote appropriations for permanent building programs at the local Army installations. Permanent building programs have, of course, a doubly beneficial effect: they bring in money during construction, and they help to assure the continued maintenance of the military installations by the government.

Robert Johnson, tall, 40-year-old Kentucky-talking manager of the Peninsula Chamber, feels pretty sure as it is that the Army and Navy are here to stay.

"The Presidio," he says, "is starting some permanent construction now, and they'll probably hang on here. That's what it looks like now anyway.

"There isn't much doubt about the Navy school. Look at all the building that's been going on there. And not only that, we understand that some day the Navy school will have 2,500 students all the time.

COLTON HALL, Monterey City Hall, was first capitol of California.

"And Fort Ord--well, it's the only big Army post on the West Coast outside of Fort Lewis, Washington, and chances are they'll always have a division here, not only in times of emergency."

All this, Johnson points out, tends to make the economic life of the Peninsula in general and of Monterey in particular more stable than in the average California community.

Other sources of income being promoted by the Chamber are the tourist business (Monterey has about 750 Class A accommodations with another 1,750 scattered throughout the rest of the Peninsula) and the convention business. The Convention Bureau of the Chamber is now trying to build the Peninsula into one of the West Coast's most popular convention sites as it once was when the old Del Monte Hotel was still in business and before the new Del Monte Hotel was taken over by the Navy for the postgraduate school.

"The Peninsula," says Johnson, "is one integral area, but it's got the problem of divided communities that hardly ever pull together on anything. They'll get together on tourists and conventions but

(Continued on page 49)

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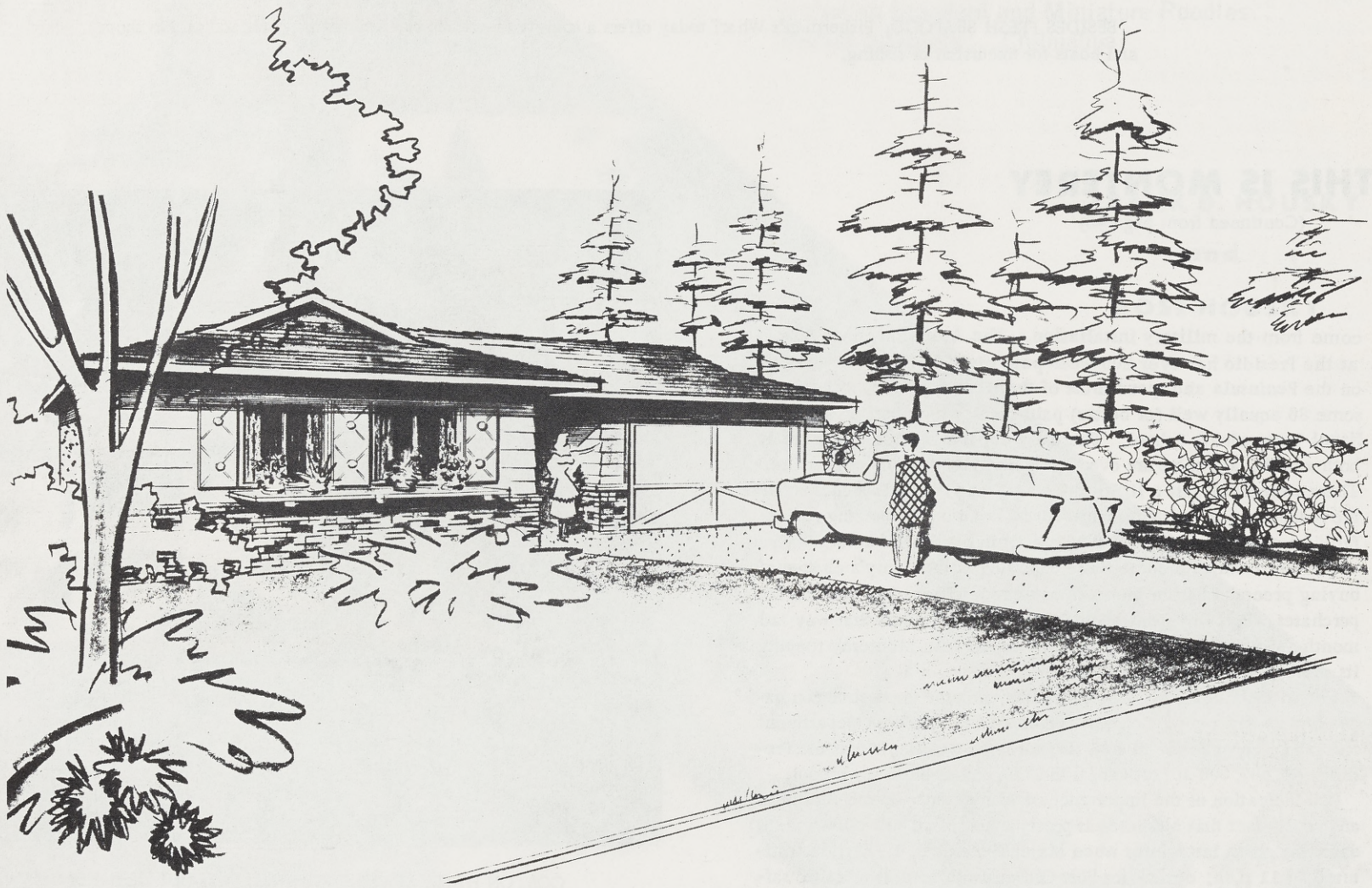

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THIS IS MONTEREY

(Continued from page 47)

ROBERT LOUIS STEVENSON lived in this historic Monterey adobe photographed here from its courtyard. --Courtesy Monterey Library.

that's about all.

"Anyway, if you do anything along the lines of tourist and convention promotion, you can't do much for one community without doing it also for the other communities. Here's a good example: in 1953, when somebody asked me at the Casa Munras just how much tourist promotion was doing for Seaside, I went to the hotel manager and found out that 45 out of the 76 Casa Munras employes at that time lived in Seaside."

The Peninsula Chamber also helps out industrial prospects, such as a medical instrument company with a possible 40-50 men payroll and a ladies' wear outfit currently interested in the Peninsula, but ordinarily they leave such matters to the MCID.

Anyway, Monterey itself--except for Cannery Row--has little room even for light industry, and whatever prospects there are usually head for Seaside where there is more room and where they are more welcome anyway.

All this has more than taken up the slack of the sardines' disappearance. It has, however, not taken up the slack for everyone who once earned their livelihood in fishing or canning. At the peak fish period in the late 40's, 17 canneries were operating, employing an average total of 3,000. Today, there are only five operating canneries--operating, that is, on a spasmodic basis--and their peak employment in the last year has been 500. Out of 60 purse seiners in the harbor, only about 15 are left.

The canneries still doing a little business (mostly canning fish that's trucked in from the south) are the Peninsula Packing Company, Cal-Pac and Hovden Food Products, and to a lesser extent Enterprise Packers, owned by the last of the Italian canners, Sebastian Sollecito, and the San Xavier Cannery, owned by Frank Raiter.

George Leutzinger, 43, manager of the Peninsula Packing Company and president of the Cannery Row Properties Company which has for the last couple of years been buying up defunct canneries on speculation that something or other will happen eventually, has this to say:

"Your guess on sardines is as good as mine. We're just hoping, but I don't think there'll be any this year except what's trucked in. The future of Cannery Row? Well, I think there'll always be a cannery or two operating, the rest may be low-grade industrial--storage maybe, or maybe the State Department of Beaches and Parks will tear down Cannery Row and make a beach park out of it. They've been looking into it, I know. As for tearing down the canneries to build homes, that would be much too expensive. It would be prohibitive with all those pilings."

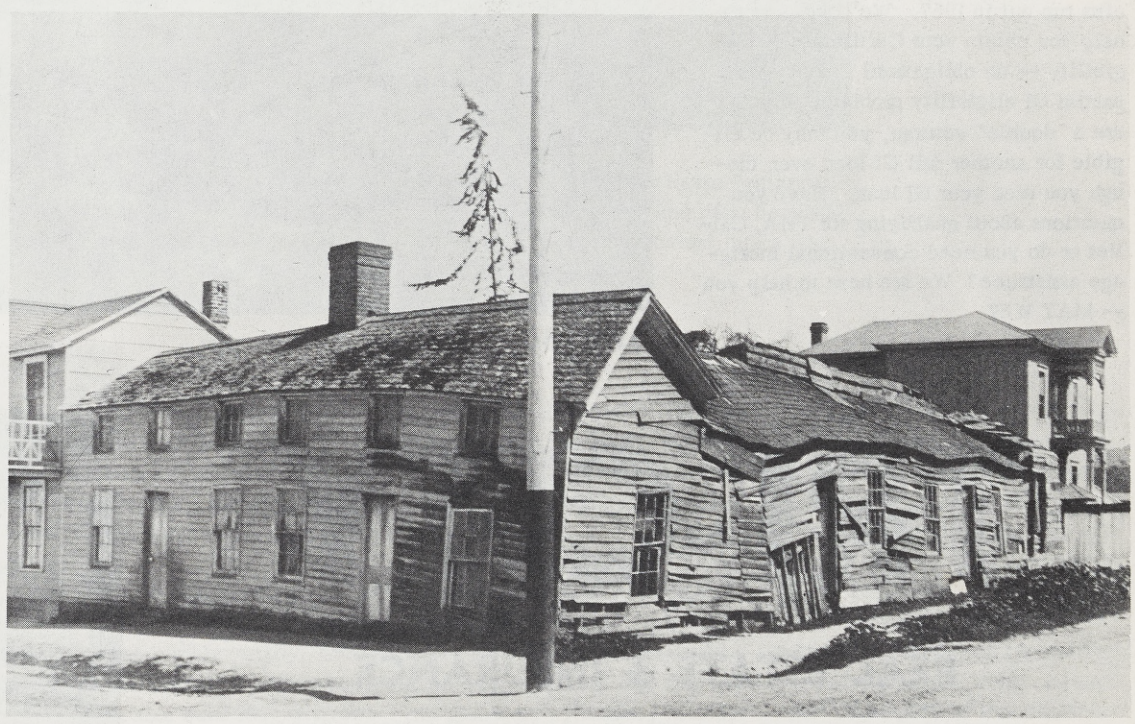
Last summer, Cannery Row had the chance to go at least partially industrial. Hall-Scott was interested in property for a shell-casing assembly line. The deal, promoted by MCID, was about ready to go through when a few real estate people tried to horn in for commissions, and the deal was off in a hurry--even if the property owners could have gotten together on a price.

At any rate, Monterey is counting neither on Cannery Row nor industry.

According to sales tax figures of Mrs. Marjorie A. Muir's city collector files, the half percent tax netted the city $158,867.54 in

--Continued on page 90

OLD DEL MONTE HOTEL looked like this in 1908,



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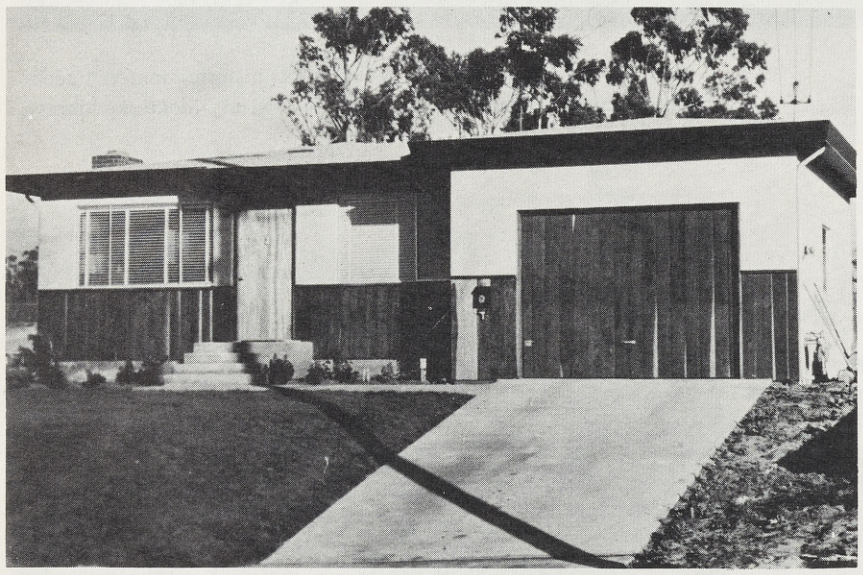

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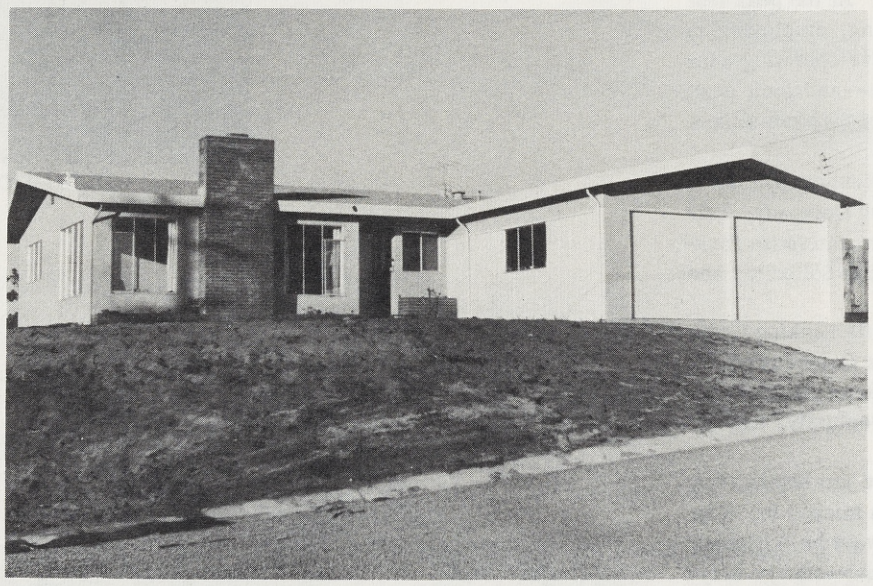

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This is Seaside

URCHIN WITH MUSCLES

LONE FISHERMAN sits on Seaside's vast beach, waiting for a nibble in the surf. It's a gloomy day, but it isn't just fog that keeps Peninsulites away from this shore. On sunny days the beach is almost equally deserted. The sea shore here, though one of the biggest and most beautiful beaches in the area, is neglected and forgotten. Garbage litters the terminals of the roads leading to it. It could still be turned into a fine picnic and recreation area.

While its well-to-do neighbors slumber on in smug serenity, Seaside--the poor, looked-down-on cousin on the other side of the tracks--is slowly but surely "stealing the thunder" from the higher priced communities on the Monterey Peninsula.

Until recently nothing much but a jack rabbit's paradise with a few tumble-down shacks to relieve the undulating brush-flecked monotony, Seaside today is the fastest growing area this side of Salinas.

Real estate values have spurted and are still rising. Residences and new businesses are popping up all over the place. And, although the community, despite its recent partial incorporation still lacks cohesion and pull-together loyalty, there are few forward-looking businessmen and movers in this neck of the woods who won't bet that it'll soon be the number one money town on the Monterey Peninsula.

The city of Monterey itself, the town that has managed to miss the boat almost every time, already feels the squeezing economic vise clamped upon it by the rejuvenated Carmel area on the one side and the still sleepy-looking but muscular Seaside on the other.

Seaside is young; barely in its adolescence. And it still has the rough-and-tumble virility, sometimes misdirected, the other communities here have long outgrown or perhaps never even possessed.

Like a pimply teen-ager, Seaside still looks a mess.

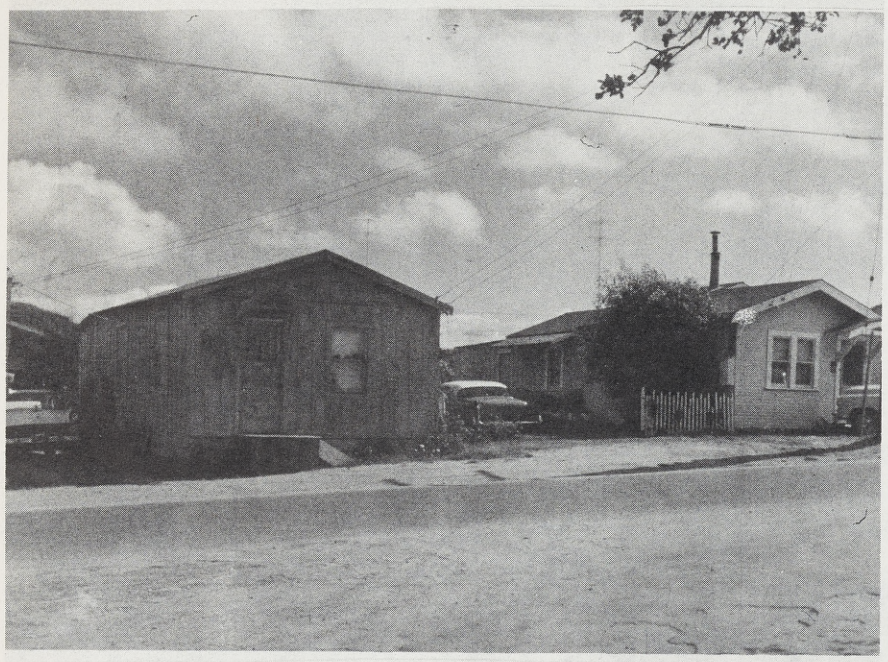
Its limbs are thrown awkwardly in all directions. Its inherent power is still dissipated, waiting for someone to come along and give it single-minded direction and purpose.

Its streets are lousy to middling. Its business sections are scattered. Some of its residential areas have an atmosphere that borders on the slum-like. Shacks and shanties rub shoulders with nice, middle-class homes. Even paint jobs that might do the trick in giving some of the streets outward respectable conformity are neglected.

Seaside's inexperienced Councilmen are like badly brought-up children, and four of the five elected officials were challenged in recall elections after only one year of tenure. One was ousted by the voters.

But already its four-mile incorporated area has a population of nearly 17,000, with another estimated 6,000 in the communities that fall within its zone of influence: a population exceed-

(Continued on Page 52)



This is Seaside

URCHIN WITH

(Continued from Page 51)

ing that of Monterey Proper.

There are well over 300 businesses, including more than 200 retail establishments. There are 25 retail food outlets, 35 general engineers and contractors, 19 realtors, 17 restaurants, 12 bars and cafes, 16 laundries and cleaners, 13 wholesale jobbers, 16 barbershops and beauty salons, 5 trailer parks 9 motels and nearly 50 automotive service businesses, including filling stations.

There are already 7 off-sale liquor stores, 29 establishments licensed for coin, amusement and juke boxes and 13 wholesale and jobbing outfits, but the professions still lag: five doctors, three dentists and four attorneys make up the Seaside complement.

Similarly underdeveloped at this date is Seaside's somewhat limited industrial potential. Within the incorporated area there are only two manufacturing companies, one making mattresses and the other pottery, and there is room for plenty more: not big organizations, for which the acreage is not available, but light industry like plastics and electronics, employing maybe about 50 people.

Monterey County Industrial Development, Inc., working closely with the still amateurish Seaside Chamber of Commerce, is trying to get such industries located in the community. It's a good bet that they'll come.

There are many men walking around Seaside in frayed trousers and cheap shirts who are hanging on to property that will make them well-to-do in the not too distant future.

It's a town that's still got a ground floor to get in on today--but it won't have it much longer. The guys that managed to climb in the basement already made their dough.

* * *

Anyone who has driven through Seaside in the last few years--and almost everyone has since it's right on the way between Monterey and Highway 101--will be surprised at the following facts:

As late as 1940, Seaside lots went for as little as $2.50 at tax sale auctions.

In the 1930's, most lots were available for around $15. They now sell anywhere from $250 to $750, and the lower-priced ones are hard to find.

During the depression, a large number of Seaside 25-foot lots (2 would be necessary today for a residential building site) were given away as come-on door prizes in movie houses all over the country.

In 1940, Seaside electrical contractor Ed Hawes bought a Fremont 40 by 120 lot for $10, and the corner of Fremont and Broadway (where the Del Rey Theater now stands) for $40. Fremont business property is now worth about $200 a frontage foot and up. Hawes sold his corner lot for $600 a few years after its purchase, but last month the property next to it was sold for $30,000.

And here's a slight shocker:

Before entering World War I, the U. S. Army held maneuvers in Seaside. They set up heavy machine guns on the corner of Broadway and Del Monte (already "streets" at that time) and test fired them 2,000 yards up Broadway through what is now an expanding business and residential area, in fact the street that has a good chance of becoming Seaside's big retail center.

All this may surprise you, but nothing that has happened to Seaside so far and almost nothing that may and probably will happen to it in the future would surprise the late Dr. John L. D. Roberts.

Dr. Roberts, who was close to 90 years old when he died in 1949, was the gentleman who started it all in the first place. He was a man of vision.

When he came to the Peninsula from his native New York State in 1887, Seaside was pasture land. Vessels put into Laguna Grande as they did for some years to come and anchored to pick up cow hides.

Dr. Roberts persuaded his uncle, J. D. Houghton who lived in Pacific Grove but owned property in what is now Seaside, that some day a thriving community would rise east of Monterey. And so pasture land was subdivided in an area then known as East Monterey and the first Seaside addition.

But nothing happened right away. There were maybe 50 people living in the area, according to Houghton M. Roberts of Monterey who still remembers his father, Dr. John, talking about it. And there weren't more than 50 for a long time to come.

Yet within three years something almost unbelievable happened: the small, scattered com-

(Continued on Page 53)

MUSCLES

(Continued from Page 52)

munity got its own post office. This was due to the intervention of John Wanamaker, the New York merchant who, at that time, was Postmaster General. Wanamaker knew Dr. Roberts from New York. When Wanamaker visited the Peninsula in 1889 he attended a Sunday School session in Dr. Roberts' home. They talked about Seaside. Wanamaker said Seaside needed a post office. Dr. Roberts said he had asked for one but had been turned down. Wanamaker left. Within a few months, an appointment came through for Dr. Roberts as Postmaster of Seaside.

So Dr. Roberts carried mail for a while, presumably stopping now and then to look after one of his patients.

His efforts to further Seaside did not stop there. Serving five years as a county supervisor, he was instrumental in pushing the Castroville road, (then known as the Cauliflower Boulevard) which connects the Peninsula with Highway 101, through the Jacks property by insisting on the public right-of-way established by an old wagon road. That's why the road past Fort Ord is so crooked: he followed the old trail.

He was equally instrumental in the purchase of Fort Ord by the government. The Army had long been looking for a suitable site on the West Coast and Dr. Roberts took the matter up personally with President Theodore Roosevelt. The Army finally decided to buy the land from the Jacks corporation to the east of Rancho Noche Buena, the Spanish grant on whose site Seaside is now located.

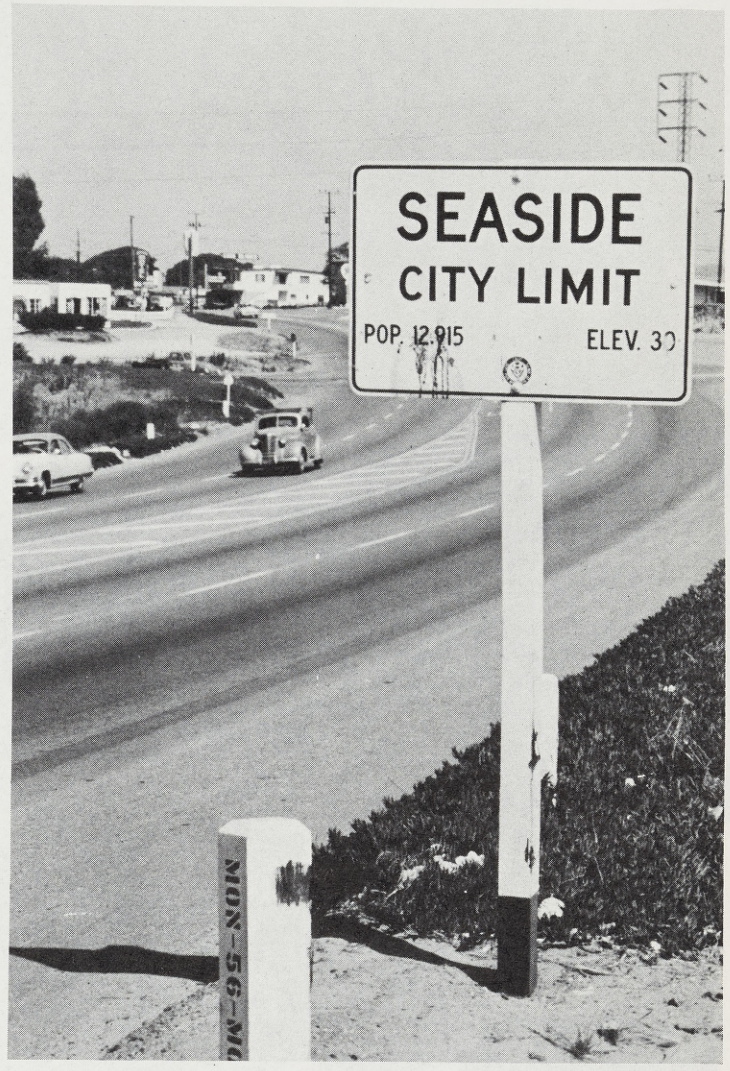
The original purchase by the Army involved only a comparatively small site known as Gigling Reservation. The big Fort Ord deal came much later, in 1940, when Tom Work sold the majority of the Post's 100,000 acres to the government. Today, the thunder of the guns resounds in Seaside's city streets; but this is fine, each shot is like money clanking in the till.

And he battled Del Monte Properties for a right-of-way into Monterey, and won. Del Monte Properties, with land originally belonging to the Pacific Improvement Company, then straddled Del Monte Boulevard, the only road between the Seaside area and Monterey. Once a year, Del Monte closed its gates to maintain its rights of privacy. Year after year, in the first decade of the century, Dr. Roberts showed up with a few others of the 150 or so Seasiders of the time and broke down the gate on that day in a show of strength. Finally, as supervisor, he dickered with his old friend and adversary, S. F. B. Morse, about the right-of-way for the county and won by putting on tax pressure.

Without these three of Dr. Roberts many accomplishments, Seaside would be nothing today. It needed access. He provided it. It needed an initial reason for existence and a livelihood. He provided that too: Fort Ord. The Army is still Seaside's economic mainstay today.

(Dr. Roberts, the "father" of Seaside, incidentally also sired the coast highway. On a hiking trip from San Simeon to Monterey he originated the idea of a road. He also sparked construction of the

(Continued on Page 95)



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CARMEL VALLEY looking east from Farm Center. Photo by Brett Weston

CARMEL VALLEY -- Crowds Future

To classify Carmel Valley is as difficult as to define its boundaries. It is a small town spread over 50 miles. A complex mixture of resorts, farms, businesses and residential lands inhabited by famed names, real farmers and Sunday ranchers who live there weekdays.

Of only one thing can one be certain and that is that Carmel Valley is crowding the future today and that its future of the tomorrow may well rival such quick California miracles as the spread of the San Francisco Bay area to the hills of Orinda, Walnut Creek and Lafayette after the war.

Inherent in this statement is the focal point of most of the serious problems of the Valley and the reason for the present split into faction groups of those who would like to keep things as they are--those who would like to press ahead quickly, and those who know that the future cannot be held back, but should be guided.

But first what is the Valley? It is a watershed of 163,200 acres, drained 50-odd miles by the Carmel River into the ocean. Almost seventy per cent is unsuitable for agricultural use but it is lovely mountain scenery, is still rugged enough in parts for hunting.

About 50,450 acres, or 30.9 per cent, is fair range land, green in winter and spring, but drying out brown during the hot summer months. Most of these are in the eastern portion of the Valley. About 3,310 acres, or 2.1 per cent, are under cultivation, principally in the western end.

The Valley actually is divided into three parts--Lower Valley starting just off Highway 1; Upper Valley, approximately in the middle; and extreme upper. In the Valley's extreme eastern end lies Jamesburg and the Cachagua. Jamesburg population consists mostly of thirty ranchers and rugged individualists whose contact with the outside world is mainly by star route mail carrier. The Cachagua is the hilly ranch country where San Clemente and Los Padres dams store surface water to supply the entire Monterey Peninsula.

In the Upper and Lower Valley lies two thirds of its population, its two small shopping centers and most of its resorts.

The Valley originally was a group of vast estates deeded to privileged families by the King of Spain. Of these only one, El Portrero de San Carlos, the 20,000-acre Oppenheimer Ranch, still resembles anything like its initial size. The San Carlos Ranch starts on the second ridge to the southwest as you approach it from the entrance to the Valley.

With the exception of San Carlos, range land today is in the Upper Valley and is concentrated in the Tularcitos Ranch, 15,000 acres; the Lambert Ranch, 3,000 acres; and the Chupinos Ranch, 3,000 acres.

Another of the original grants, Rancho Los Laureles, has all but disappeared as a ranch proper. Its break-up started with its sale at the turn of the century by the Pacific Improvement Company, later Del Monte Properties. Small portions of it today are in the locations of the Los Laureles Lodge and Holman's Guest Ranch in the upper valley.

Like the ranches, Carmel Valley's Digger Indians, who once roamed the Valley, have all but disappeared. Today three brothers remain, Alec, Johnny and Bertold Onesimo. Since there are no purebred female descendants left, these boys occupy a singularly lonely position. They are taken care of, traditionally, as

their fathers before them, by farm families of the lower Valley.

Carmel Valley's current growth, like most of the County, is mostly since World War II.

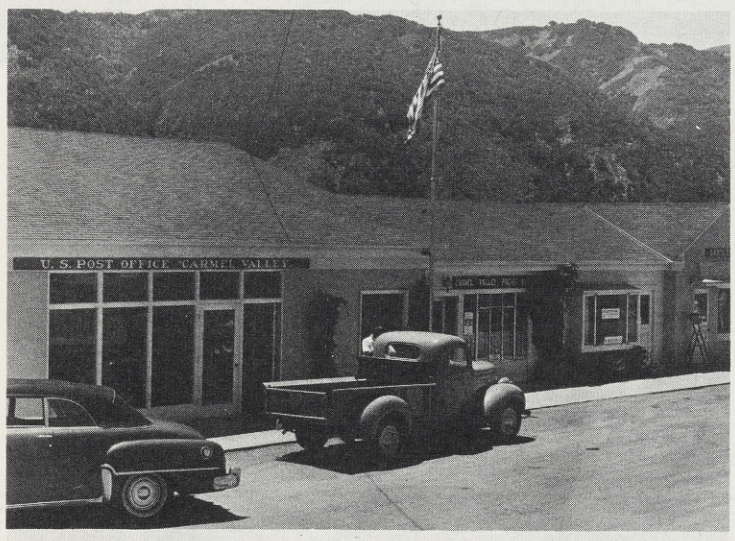
The Post Office, serving the upper half of the Carmel Valley, has increased postal receipts annually 33-1/2 per cent over each preceding year. Pacific Gas and Electric installed a relay plant four years ago to last ten. Today it is operating at peak capacity. One of the Village's two elementary schools has been building classrooms almost steadily for the past five years. Both are planning further expansion to keep up with the population race.

The Valley's population is almost as difficult to count as Texas jackrabbits. Valley authorities have arrived at a figure of 2,100 permanent residents and about 500 seasonal. P.G. & E. a year ago tallied 1,239 meters.

The Carmel Valley Post Office, located in the Upper Valley, serves about 500 P.O. and star route boxes. The lower valley, served by Carmel Post Office, has another 250.

The Upper Valley today has two churches, a community youth center, two dress shops, two liquor stores, two grocery stores, two beauty shops, two gift shops, two motels, three gas stations, three bars, many restaurants, a bakery, lumber yard, cleaner's, drug store, children's store, a music store and an art gallery.

BRETT WESTON'S 8 x 10 view camera captured this pastoral setting among the moss-covered oaks in the hills of Carmel Valley.



CARMEL VALLEY VILLAGE. Top to bottom, the Post Office, main street and Tularcitos School.

In the lower valley (farm center) is a grocery store, antique store, a gas station and a recreation hall.

Biggest indicator of the times, however, are six bustling real estate offices.

Where did the Valley inhabitants come from? They reflect the growth of the County and California. Additionally, one cannot fail to mention that the Valley's biggest asset is space and climate.

A mean of 75 degrees in summer and 65 in winter. Good for swimming but not sweltering.

Although some Peninsulites believe ten blocks a big commute, the Valley really is a short commute by city standards--ten minutes to the Farm Center and twenty minutes to the Upper Valley.

But the Valley is not only a residential suburb of the Peninsula.

Today it already has many persons who work in Salinas living there. In fact, as soon as present roads are improved and future roads built to link up with the Salinas Highway, the entire economy of the Valley may well be as closely tied to Salinas and the Moss Landing area as the Peninsula.

One thing is true and that is that the farmland, restricted mainly to the lower valley, has diminished in the past ten years. Whereas, once there were 400 acres of pear trees, today the count is 200 acres. The artichoke fields were among the first to be subdivided. The other major crop, sweet corn, is swiftly being cut back with the advent of subdivision.

Actually, subdivision in the Valley got its start about 30 years ago when Frank Porter, father of Valley subdividers, staked out what is now Robles Del Rio in the upper valley.

But the real boom was after the war. Among the now pioneers are Porter's son, Paul, and daughter, Peggy. The Porter interests recently announced a new subdivision of 900 acres in the lower valley.

Another pioneer in the field is Realtor Byington Ford who built the first store in the Village in 1949, and followed it with a row of buildings.

Another after the war developer is Millionaire Edison Holt, descendant of the Holt Rifle family, who is currently starting on a new 500-acre subdivision back of the Farm Center.

Still another subdivision of the upper valley was announced this month by Arthur Metz of the Monterey Investment Co. He plans about 60 home sites on the 39-acre site recently purchased from the Rancho Carmelo--the Valley's famed earthworm ranch.

Still another large subdivision planned in the lower valley is that of Ivan Tweedie.

In most cases the minimum size planned is one-acre sites.

Keeping pace with the swift residential development of the Valley has been its building of resorts. In the space of less than a decade, 11 have sprouted. Some operate all the year round, but most are seasonal.

Rancho Del Monte Country Club, one of the many exclusive resorts, uses a unique plan of converting part of the resort into a day and boarding school from late Sep-

(Continued on page 57)

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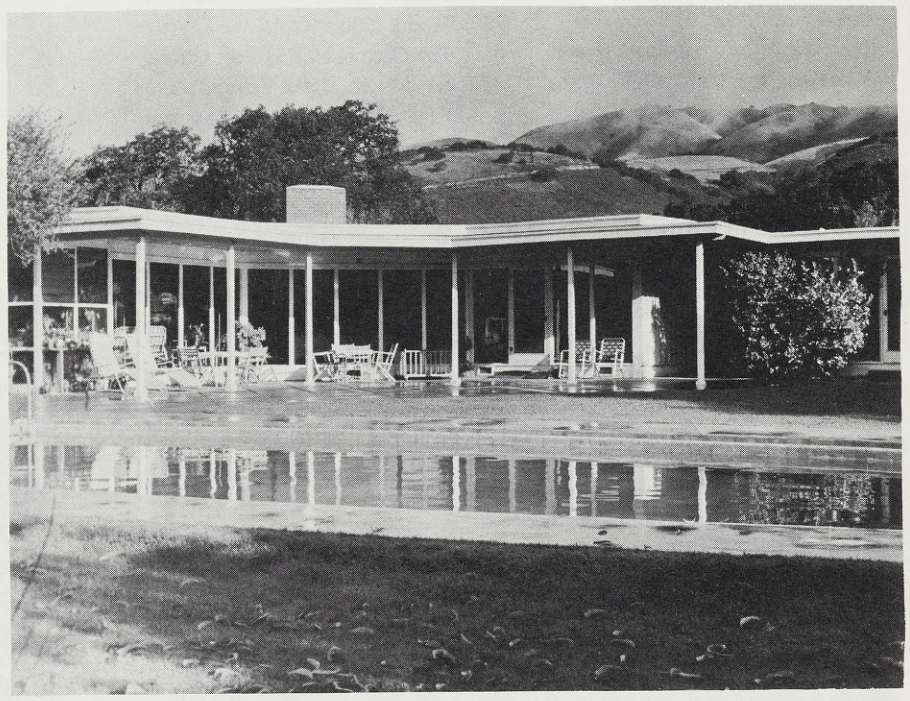

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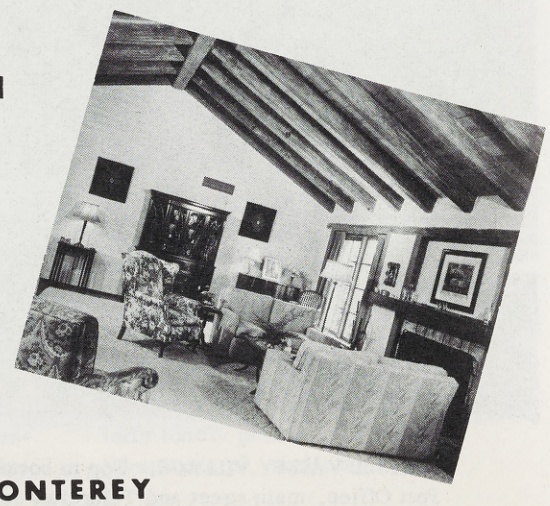

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ROLLING HILLS where oak tree groves dot cattle grazing lands are typical of upper Carmel Valley. Photo by Brett Weston.

CARMEL VALLEY

(Continued from page 55)

tember to May.

Some, however, stay open the year round and offer a Mecca of pleasure to plain relaxation from $8 to $22 a day with reduction for weekly visits. Guests can run the gamut from French cooking, square dancing, swimming, horseback riding, to Hawaiian feasts.

For the residents of Carmel Valley life is slightly different. It contains many of the same aspects of casualness but the head of the average family still works every day and the wife does her housework and raises children.

Like the Peninsula, the Valley runs the gamut of incomes with some in the very high bracket. The price of the average Valley resident's home runs from $12,000 to $25,000. But, at the same time, $4,000 cabins to $40,000 estates are available. Acreage in the Valley is lower in some sections than parts of the Peninsula but it is not cheap. A good lot, 100 x 150 feet, sells for about $1500. An acre may range from $1,000 to $3,500. Recently, a large tract of 1,000 acres went for $85,000.

Living costs generally in the Valley are higher than in town. Until the Valley's population is increased to warrant Pacific Gas and Electric to run a gas pipe line, houses have to be heated by electricity, butane or fuel oil. P.G.& E. expects to reappraise the situation soon. However, during their last check it was estimated that the residents would have to fork over $40,000 for installation costs to rate natural gas service.

Prices in Valley stores are necessarily slightly higher than at the big markets. As a result, a lot of Valley business naturally finds its way into the Monterey Peninsula and Salinas and will continue until such time as shopping centers are developed in the Valley.

This shows up in the number of stores and restaurants which have changed hands--often several times for one business, during the past five years. A few businesses report a 100 to 200 per cent gain during the period but appear to be exceptions. The Valley has also lost a bus line, taxi service, a shoe repair store and the services of a full-time doctor during the last six years.

Either poor financing or management is at fault or the Valley is not large enough population-wise at present, under these conditions, to support all elements of a normal community.

Probably the most ideal location for a large shopping center today would be at or near the mouth of the Valley. Here the center would have the added populations of Carmel, Carmel Highlands and further down the coast to draw from.

William Hudson, spokesman for a group that controls the land at the foot of the Valley, said that at present there were no plans to go ahead with the development of the center. "All plans," he said, "are being held in abeyance until the route of Highway 1 is decided upon."

Important to the Valley's development is improvement of the Los Laureles grade which joins the Salinas Highway at the Laguna Seca

(Continued on page 59)

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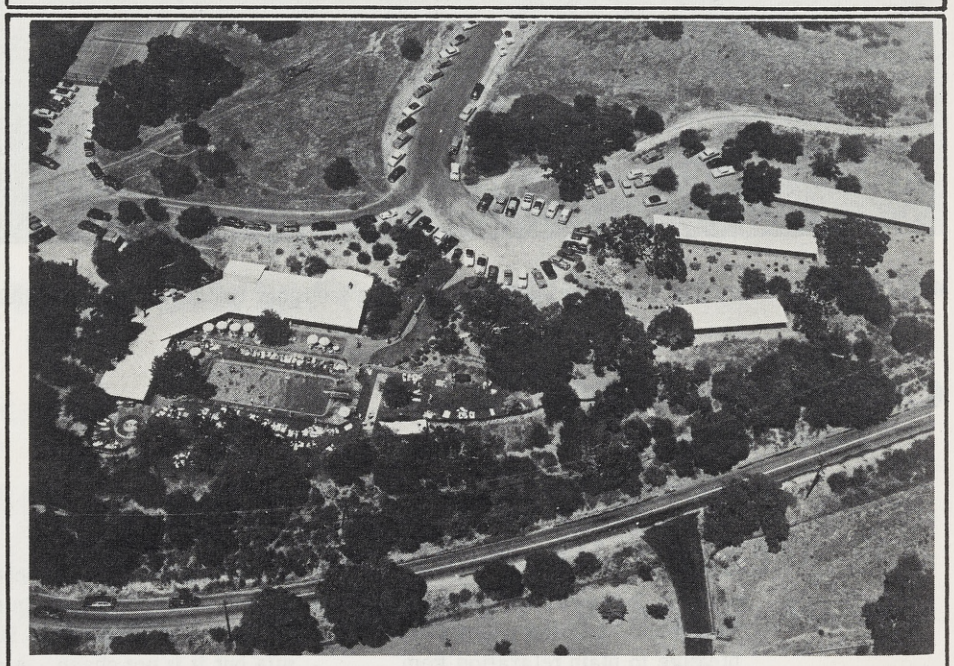

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CARMEL VALLEY

(Continued from page 57)

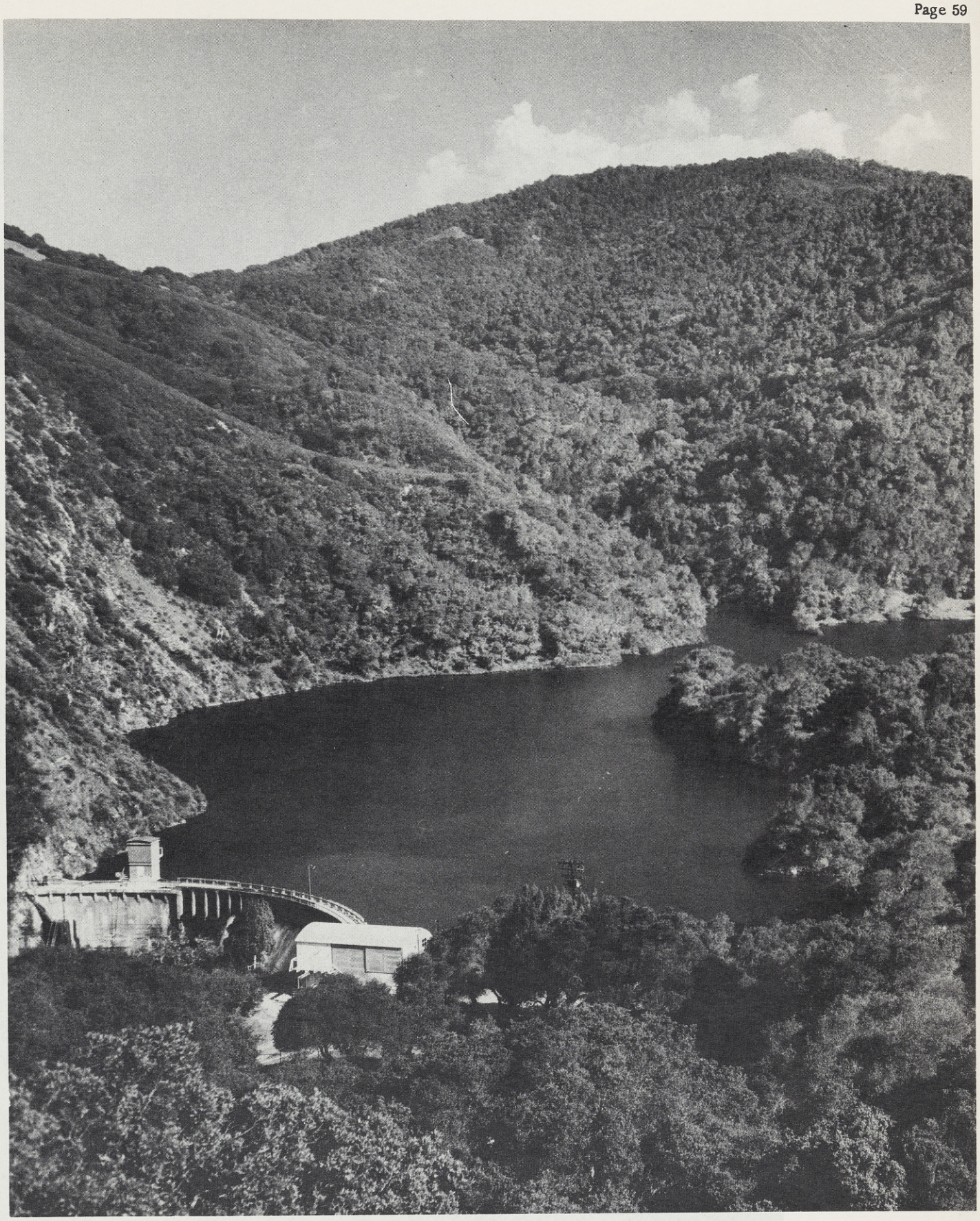
Horse Ranch and starts at the village, or making a new El Segunda route to come out on the Salinas Highway near Cademartori's restaurant. It would start in the lower valley.

Salinas, in many cases almost as near as Monterey, makes a strong bid for the Valley's dollar. Only the rough condition of the Los Laureles grade keeps more traffic from going that way.

A new highway here would probably put the Valley closer to the Salinas, Moss Landing orbit, but at the same time would work both ways in increasing the Valley's residential population as Salinas grows industrially. And as population grows, full-fledged shopping centers will develop in the Valley and trade naturally would slop over to the Peninsula.

Although there has been some talk about industry for the Valley, it is largely impractical except for very restricted light craft industry.

Carmel Valley, in addition to everything else, has an airport suitable for light planes. Original plans to develop it into an airpark, with accommodations for visiting flyers fizzled. However, its present owner, Pete Delfino, says he has no immediate plans for subdividing it, although it lies adjacent to some of the Valley's highest priced property.



SAN CLEMENTE DAM (above), and Los Padres Dam in Los Padres National Forest supply water to the Monterey Peninsula.

As the Valley has grown its population has divided generally into two camps, those wanting to keep things as they are, and those wanting to develop it.

Both sides have used the Monterey County Planning Commission as a public debate forum on one issue after the next.

The outcome of these debates has been a Master Plan for Development approved by the County Planning Commission.

The Plan is an attempt to establish a pattern for regulation of growth of the Valley during the next 25 years.

Its designers anticipate a population increase of 20,000 to 30,000. These figures are not too startling if California continues to grow at its present rate, and the Salinas-Moss Landing area rapidly develops industrially.

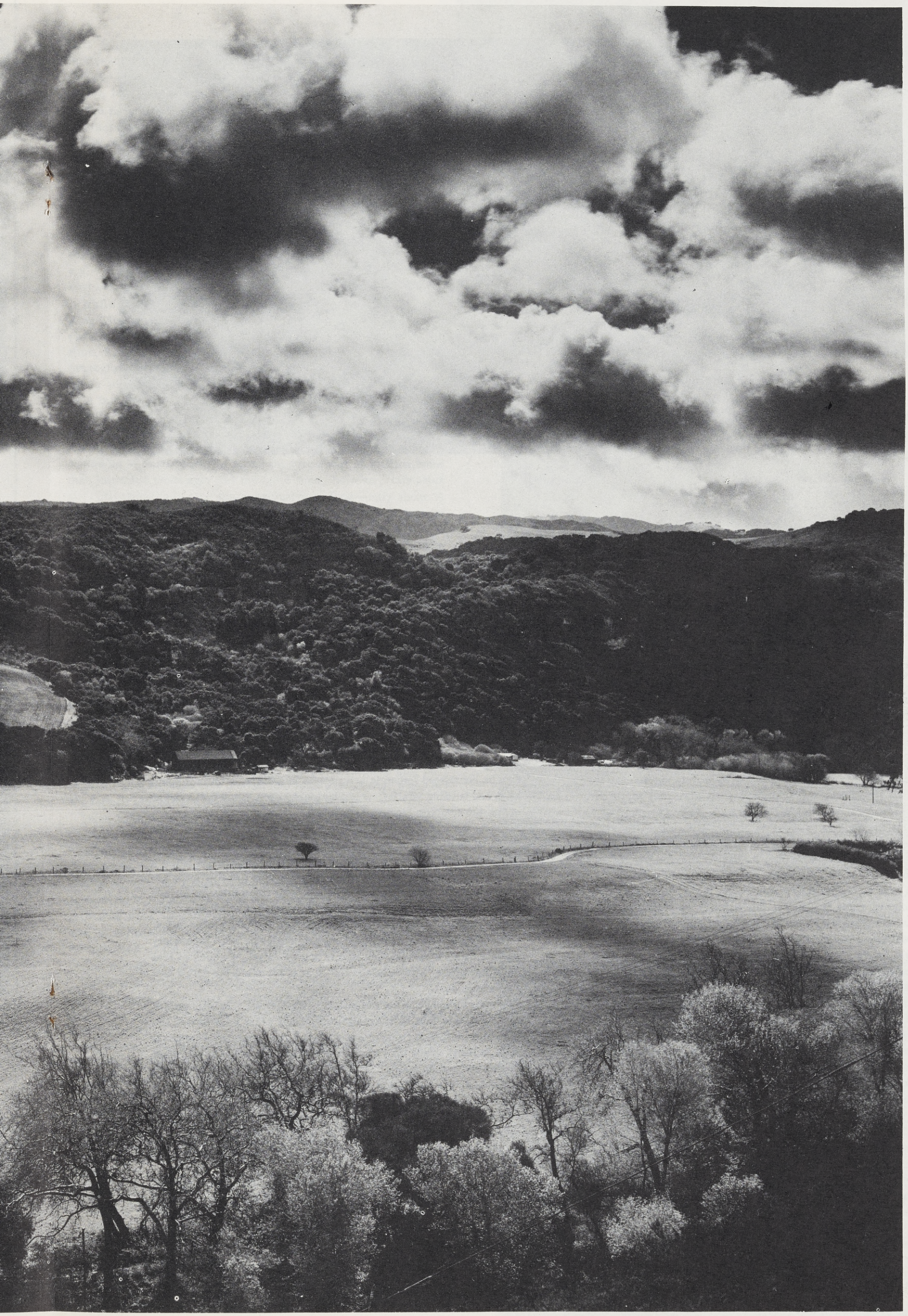
The plan calls for three shopping centers, one at the Farm Center, another at Carmel Valley Village, and a third at Luis Wolter's Hacienda Market, where the proposed El Segunda highway to Salinas would link up with the Valley road. The long proposed commercial development at the Valley mouth is not mentioned, since it is already zoned commercial.

The plan sets up eventual sites for 10 elementary schools with adjoining park areas, and one high school. It provides for the present Valley road to continue through to Greenfield; improving the Los Laureles grade and development of the El Segunda road.

It further provides for one acre building sites, to preserve the Valley's semi-rural atmosphere.

In the end it might be said the Valley is already crowding the future.

CARMEL VALLEY at Farm Center about 8 miles up the valley. Photo by Brett Weston.



SALINAS
CITY IN A HURRY

The wide valley of the Salinas River is like a funnel. Salty winds pour into it from Monterey Bay, whistling across the swampy lands of the delta, brushing the green and golden hillsides that frame the valley, drying the sweat of men that work the valley's rich soil. The winds sweep southeastwards, blowing strong still where San Lorenzo Creek enters the Salinas, dissipating finally in the mountains whence the Salinas River springs. On days when the sun burns hot, a tongue of fog slips into the mouth of this funnel, engulfing Moss Landing and Castroville and wrapping Salinas into a glittering, heat-jumping haze.

Thus it was in the days before the white men came, in the memorable and important year of 1770 when a Spanish friar hopefully planted grains of corn near what is now Salinas and found his prayers paying off handsomely. Thus it is today, this very day when Salinas has officially won the population race of Monterey County's largest city, leaving Monterey a thousand souls behind, and thus it will be in the foreseeable future when, as everyone in Salinas is certain, their city will compete with--and perhaps beat--San Jose as the focal point of the biggest, busiest, most productive industrial, commercial and agricultural area between San Francisco and Los Angeles.

The growth of Salinas has indeed been phenomenal.

From a small community of clapboard houses, huddled together near the river below Fremont Peak, surrounded by large ranches, remnants of Spanish land grants, it has grown in but a few decades into the commercial hub of the central coast counties.

Less than 30 years ago it was but a town of 5,500, a country town, a cow town. Its streets were mud. The only paved street was Main Street where all businesses were concentrated within one block. It wasn't even a town of wooden sidewalks: there just weren't any sidewalks at all. But the potential was there. The lettuce business, which eventually put Salinas on the map, was just getting real good, and oldtimers remember that Salinas in those days was reputed to be the town with the greatest per capita wealth in the country.

Today Salinas is growing like a youngster whose clothes don't fit him from one week to the next.

Since 1933 the city has been annexing outlying areas like mad and it's been difficult to keep up with the changes in the city limits. The community's annexation specialist over these years has been Russell Scott, the now 60-year-old city attorney, a bulb-nosed man of vision whose tangible dreams of Salinas Valley greatness often make him impatient with the lethargy, slothfulness and nearsightedness that can be found even in this bursting-at-the-seams community. Lethargy and slothfulness are of course relative terms, and that which may be considered lethargic and slothful in Salinas, a town of young ideas and bustling vitality, would be looked upon as radically visionary on the sleepier Monterey Peninsula.

Scott, the father of the county's late district attorney Burr Scott, who died last month at 36, has been instrumental in 40 annexations

Scott has been instrumental in 39 annexations to promote the "orderly development of the City of Salinas", and he has five more annexations on the fire right now--all sure deals since they are for uninhabited territory that will become brand-new subdivisions. The five annexations will bring the Salinas area to 7.69 square miles.

The biggest Salinas annexation try has, however, been repeatedly unsuccessful. It was for the annexation of Alisal, a chunk of real estate known as "Little Oklahoma" that is blocking the city's progress to the east.

But this blockage is not necessarily detrimental. Salinas growth trends indicate that business and residential areas push toward the north and southwest (toward San Jose and the Monterey Peninsula) while industry seeks land to the northwest and south (toward Moss Landing and Los Angeles). Actually, according to the count of electric meters, the population of the Alisal area is, if anything, diminishing in comparison to the region's overall growth.

Salinas was incorporated in 1874. At that time its boundaries contained 3,123 acres. For 59 years the original boundaries remained. The first annexation in 1933 of what is now known as the Romie Lane Territory added 51,935 acres.

By 1940, Salinas embraced 3.2 square miles and had an assessed valuation of $12,606,203. Today, with almost seven square miles, its valuation stands at close to $44 million, while Monterey's assessed valuation is only about $27 million. The population count is now close to 21,500.

There is every indication that by 1960, even if the Alisal annexation should never be attempted again, Salinas should have a population of 27,700 and an assessed valuation of around 53 million dol-

lars. It is not at all considered impossible--it is in fact held rather likely--that by 1985 the Salinas area, including Alisal, will have 100,000 inhabitants, an assessed valuation close to 100 million, and houses, businesses and industries stretching over 15 square miles.

The rapid outward expansion of the city is further illustrated by the fact that just 10 years ago the central business area accounted for 31 per cent of the assessed valuation while today it only constitutes approximately 11 per cent.

* * *

What has made this growth possible?

Up to now it has been the agriculture of the Salinas Valley that not only spawned Salinas but also nourished it. In the fertile soil of the great valley men grew lettuce, sugar beets, carrots, beans, strawberries, artichokes, broccoli, cauliflower, cabbage and celery. They tended orchards for almonds, apricots and walnuts. They kept bees.

While King City grew to dominate the southern Salinas Valley, King City itself was a sub-center to Salinas where the processing, packing and shipping of the produce became focused. At the same time, Salinas not only exported the region's output; it also imported the region's needs. It became the trading and merchandising center for an area that extended beyond the artificial county boundaries even into San Benito County.

Indicative of this hub position are Salinas merchandising statistics. Last year's retail sales, according to the Consumer Markets report, were 78 million dollars--a figure perhaps slightly high even according to local boosters, but at any rate about 15 million more than just three years ago. At the same time, however, city sales tax collections indicated that--exclusive of food--only about 36 million dollars worth of merchandise was delivered in Salinas itself, outside deliveries being exempt from the tax.

Similarly, the Sears Roebuck store at the Salinas Valley Center on the highway that links Salinas with the Monterey Peninsula, is much larger than a town the size of Salinas would ordinarily warrant. And Sears found in a recent survey that nearly half of its business came to the branch from 8 miles or more outside of the Salinas city limits, with a good share--over 35 per cent--from the Monterey Peninsula which is almost as much as Sears gets from the city of Salinas itself.

This illustrates another factor in the growth of Salinas: with the merchandising center already established, residents of the Monterey Peninsula and the military and their dependents assigned to the posts and schools on the Peninsula, are also bringing a certain amount of business, i.e., money and jobs, to Salinas.

Now, of all the crops of the Salinas Valley, particularly the northern part of the valley, lettuce is king. It always has been king and it still is king although over the last few years particularly, many of the lettuce people have been taking a terrible licking.

Since 1950, with the exception of 1951, Southern Pacific has transported in excess of 30,000 carloads of lettuce out of Salinas each year, about as much as all the other crops combined. Last year's shipment by rail totaled 31,296 carloads of lettuce; in 1953 they totaled 34,028, the largest amount in the history of the "Salad Bowl of the World". Additional lettuce, as well as other crops, leave Salinas by truck, starting its market-bound run on U.S.-101, the arterial north-south route that cuts through the city, but no figures are available on the truck-shipped lettuce. The amount, however, is considerably less than shipped by rail.

The Salinas area's second biggest crop is now carrots with 5,315 carloads having left Salinas by Southern Pacific in 1954. The biggest carrot year of the 50's so far was 1952 when 6,398 carloads were sent out by rail.

Sugar beets, raised a little further south in the valley, eventually find their way through Salinas too after being processed in the country's largest beet sugar factory at Spreckles, five miles south of Salinas, which employs between 1,000 and 1,050 workers during the beet season. The plant has a daily capacity of 6,000 tons of beets, and last year, according to Superintendent George Miles, produced a staggering sweet total of 91 million pounds of sugar.

But lettuce is still the key to the agricultural prosperity of Salinas --though to a lesser extent than in the early days. To gauge the importance of this crop, just consider the figure cited by Monterey County's agricultural commissioner, Peter A. Kantor, in his report for 1954.

Kantor's figures stagger one's imagination. For the three lettuce crops of spring, summer and fall of last year, growers planted 63,370 acres in lettuce. These acres produced over half a billion--yes, billion--heads of lettuce. That's one helluva lot of Salinas salad. Without dressing it was worth over 41 million dollars, with the spring

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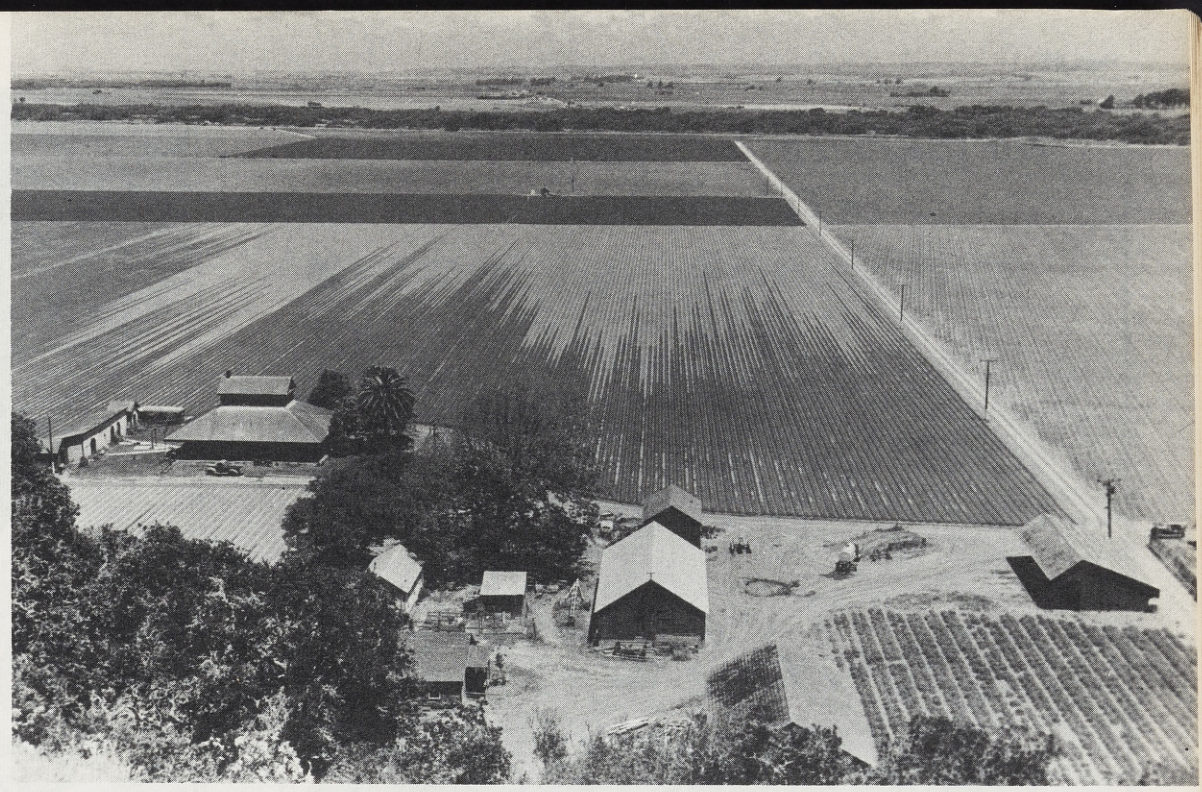

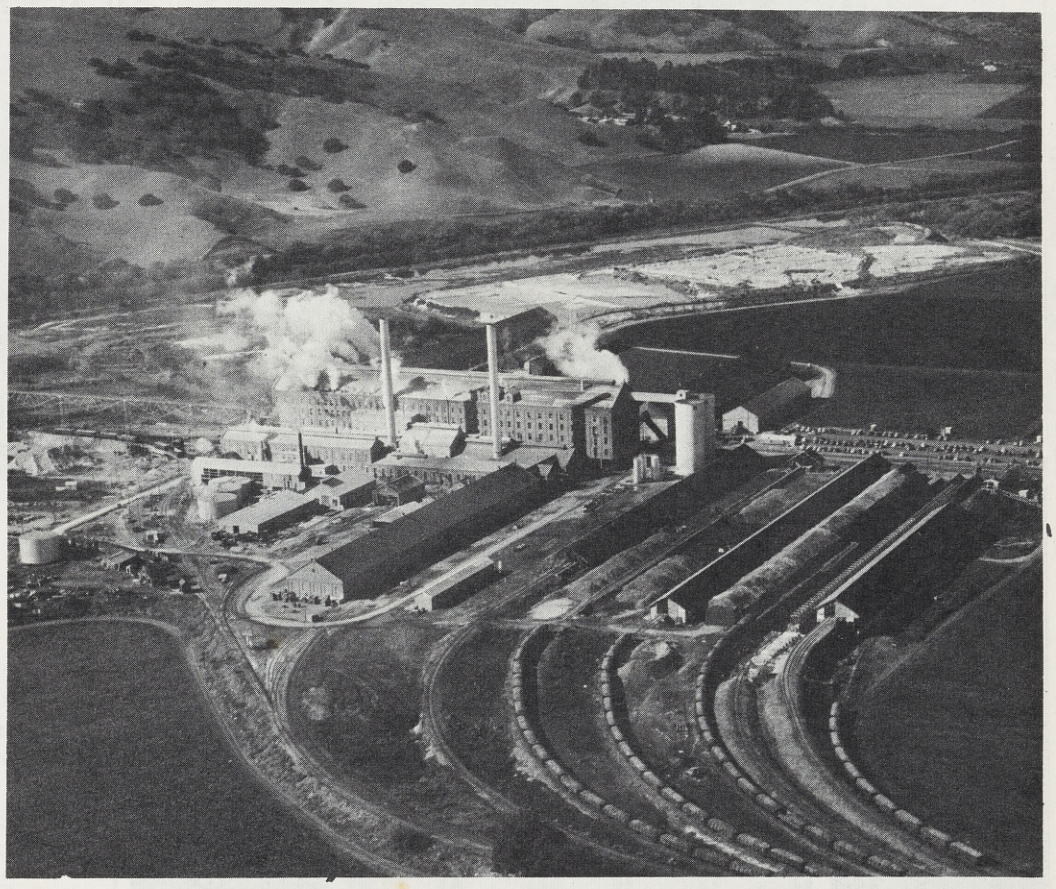

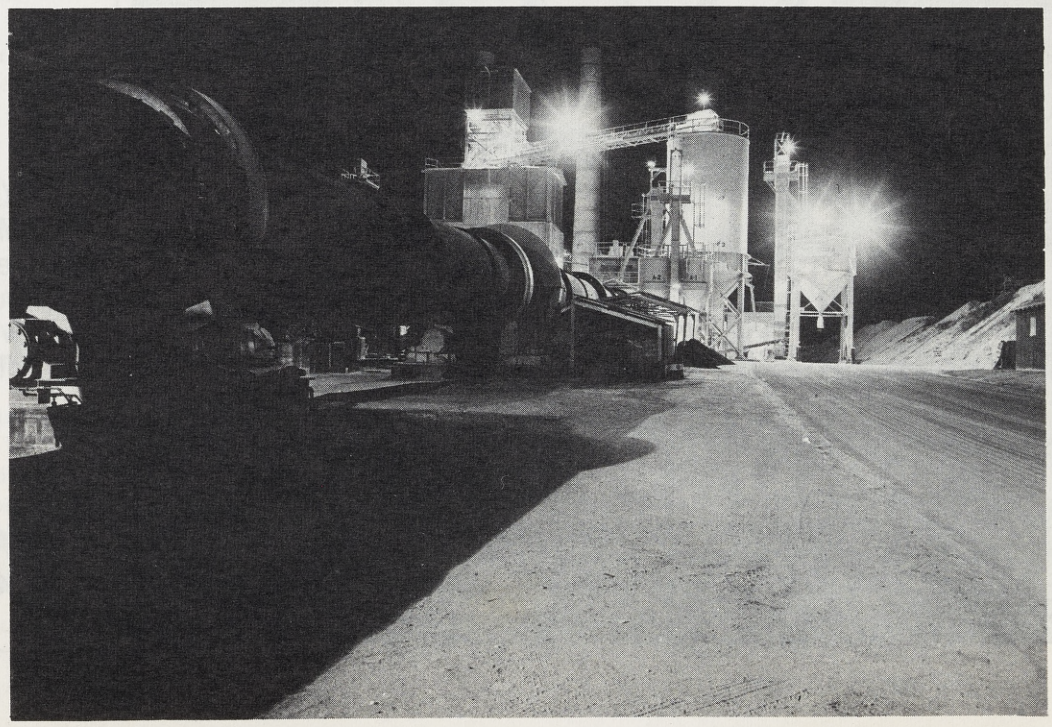

THE SALINAS VALLEY power and wealth is demonstrated in these photos of vast lettuce acreage, Spreckles Sugar Refinery and Kaiser Aluminum's Natividad Dolomite plant.

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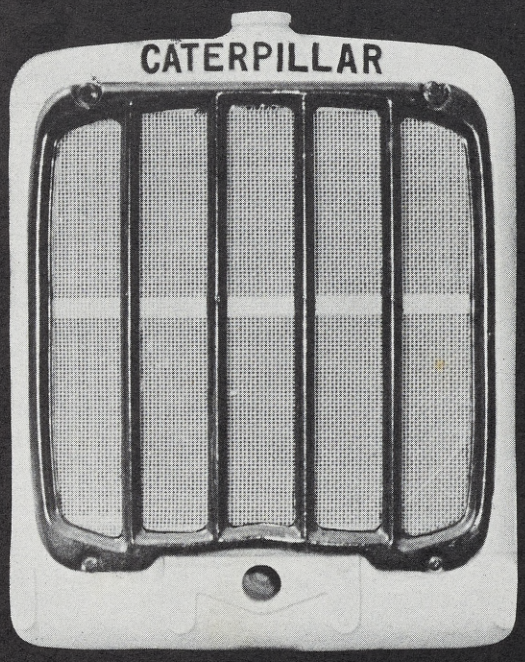

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LETTUCE PICKERS IN THE SALINAS VALLEY

CITY IN A HURRY

(Continued from Page 63)

planting accounting for the largest share by far.

By comparison, the carrot crop--second in economic importance--was worth only $12,943,183. The bean and sugar beet crops, both mostly grown south of Salinas, were worth over 6 million dollars each. The county's total field crops value was 81 million dollars. Lettuce accounted for slightly more than half of it.

Yet 1954 was a bust year for lettuce men. What they got for the lettuce barely covered processing labor and materials, did not take care of the cost of the lettuce (acreage rental and fertilizer) itself. It's a safe job to estimate that the salad boys lost about 5 million dollars that year.

Then came 1955, and that year looked even worse. Weather conspired against the lettuce growers. The spring crop came late, and then it came all at once. Meanwhile, the Arizona harvest lasted later than usual. As a result the market was glutted.

In the northern part of the valley alone almost 7,000 acres were planted for the spring crop. Around a third had to be plowed under because it didn't pay to harvest it. The spring loss amounted to around six million dollars. It was a debacle.

"It was the worst financial situation the industry had ever known," says E. J. Raffetto. Though not a grower himself, granite-faced 50-year-old Raffetto, his bald head browned by the sun that beats down on the lettuce fields, is one of the big wheels in Salinas lettuce as he is in civic matters generally. He is general manager of the K. R. Nutting Company, one of the big lettuce outfits; a former mayor of Salinas (1949 to 1953) and a director of the Monterey County Industrial Development, Inc.

"Lettuce is a big gamble," he says. "You can be a millionaire one year and a pauper the next."

And, by the same token, you can be a pauper one month and a millionaire the next. That happened in 1955 to some of the growers. Though all had lost money in the spring, the summer was the best lettuce men could remember, thanks to floods and hurricanes that destroyed crops in the East.

Not all growers, however, benefited by the upsurge of the Salinas market. Some had staked everything on the spring crop; others had only small acreages for the summer. The men that not only managed to wipe out their spring losses but also make a huge profit on top of it were the big lettuce men who had large summer acreages scattered all over the valley thus hitting land where the harvest turned out most bountiful.

Surprisingly, a lettuce disaster such as that of spring of 1955 does not affect the general economy of Salinas, despite the importance of lettuce as an economic factor in the community. That's because labor gets paid anyway: the lettuce must be planted and harvested anew each season regardless of what happens. And the extra money growers have or do not have to spend for themselves does not affect general retailing a great deal.

But what did affect the economy of Salinas was the switch of the lettuce industry from shed packing to field packing. This switch started three years ago, reached a climax in 1954, and is now almost completed. The switch tossed between 3,000 and 4,000 shed workers out on hungry street. And the lettuce growers imported Mexican Nationals to perform the necessary stoop labor in the fields, labor that allegedly could not be performed efficiently, happily and healthily by North Americans.

In 1954 there was a good chance of real trouble between the unemployed shed workers and the Mexican Nationals but today this crisis has passed and most of the male shed workers have found other jobs. Most of the women who used to work in sheds are still out of luck.

Which brings us to another factor in the sudden growth of Salinas:

Agriculture alone was not enough any more to take care of the growing population, part of which had, in fact, lost its livelihood because of the big lettuce packing switch. And, as the need for other sources of income was recognized, the search for industry got a new boost.

* * *

For some time, the Monterey County Industrial Development Committee (MCID for short) had been part of the Salinas Chamber of Commerce. In that semi-subordinated position it made some progress, but not very much, despite the fact that it had considerable support throughout the Salinas Valley. Everyone interested in providing the County with a year-round economy was in favor of it,

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CITY IN A HURRY

(Continued from page 65)

including--perhaps surprisingly, at first glance--the agricultural interests.

It would appear that with the advent of industry, agriculture would lose the cheap labor pool that it must--as any industry--desire. But with the switch to field packing, the agricultural interests would just as soon see the former shed labor profitably employed in order (as the union has it) not to have any trouble in connection with importing the half-price Mexican Nationals to do the necessary work.

The growers' chief worries, according to Raffetto, were that industry would use tremendous amounts of extremely valuable water and that it would take over highly productive land.

The former problem has been solved by the Nacimiento Dam project. The latter problem, quite naturally, depends on supply and demand in relation to those who own the agriculturally productive land. After all, the land owners don't have to turn it over to industry. Nobody is forcing them. If industry is willing to pay more for the land than agriculture--well, then that's an economic transition. Lettuce and sugar beet land is worth up to $3,500 an acre.

This problem, however, has also been--at least partially--solved. The new MCID, which gained independence from the Salinas Chamber of Commerce as a non-profit organization on April 1, 1954, and is under the live-wire executive directorship of 39-year-old Louis B. Peradotto, is promoting the use of marginal land--of which there is a good deal in Monterey County and the Salinas Valley and some of which can still be had for $25 an acre--by industry. MCID's emphasis, in relation to the Salinas Valley, is on putting heavy industry at Moss Landing, then continuing the industrial belt into the valley, hugging its arteries at Chualar, Gonzales, Soledad, Greenfield, King City and San Ardo.

MCID further intends to bring in diversified industry so that, unlike in other industrial areas that grew up without particular planning, such as Akron, Ohio (rubber), Detroit (cars), Pittsburgh (steel), the economic life of the area would not be dependent on the ups and downs of one single dominating industry.

A realization of MCID's ambitions would make Salinas even bigger and more important than is expected to happen anyway, merely as a result of California's inevitable growth, but even if this happens, as it will in all likelihood unless the world blows up first, the Monterey Peninsula need not worry about suddenly finding itself on the wrong side of the tracks.

Salinas boosters may say all they like about how pleasant it is to live in Salinas--which it is indeed--but many of those people who can afford it will live on the Monterey Peninsula and commute to Salinas as a lot of Salinas businessmen and growers do even today. When the Monterey County industrial era comes, the Peninsula will be the bedroom of the executives and a large share of the white collar workers. It will be the recreation center for all, and it will prosper accordingly.

Salinas, meanwhile, will grow too, and grow beyond all present-day expectations.

Already, MCID has brought enough industry into Salinas to absorb a large part of the former shed worker population. MCID's main achievements, locally, so far have been the Growers Container Corporation, Chicago Printed String and Kuhlman Electric.

Growers Container, under the management of Gay Delas, now employs 150 in its 140,000 square-foot plant. When it gets its 40,000 square-foot addition completed it will employ another 25 to 50.

Meanwhile, Salinas gets an economic boost from industries that have little or nothing to do with MCID. The dolomite quarry and processing plant of Kaiser Aluminum and Chemical at Natividad, eight miles out of Salinas, employs 125, according to D. M. Kerr who runs the Kaiser operations at Natividad and Moss Landing. The Spreckles, seasonally, employs about 1,000. Vacuum cooling plants in which field pack lettuce is rapidly cooled down to 33 degrees have also absorbed a great many former shed workers. Artichoke Industries, run by L. Polletti, R. O. Barsotti and Reno Costella, started

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LAGUNA SECA, the biggest race horse farm in the West, is mid-way between Monterey and Salinas.
Photo by Wynn Bullock.

operations last fall on the railroad between Salinas and Castroville, packaging, freezing and marinating artichokes, employing 40 to 50.

Another big thing that happened to Salinas recently was the appearance on the local business scene of Vernon Pick, America's first uranium multi-millionaire. Pick, with a $10 million fission fortune behind him, took over as "fixed base operator" at the Salinas Airport in June, 1955.

Salinas Aircraft, as this branch of the Pick Enterprises is named, is not only making Salinas catch up with the air age by intelligent promotion of private flying, but it also serves as an operations base for the testing of airborne radio-activity detection devices used in large-scale uranium prospecting.

Pick Enterprises, in a process of slow and careful expansion, currently employs 11 men and women in Salinas. But Pick foresees the day when his Salinas staff, at least partially recruited locally, will number around 50, maybe more.

Pick's plans for Salinas Airport go beyond the flying operation. He says it's probable that he will use Salinas for some electronic development work. He is also flirting with the possibility of moving into production work in Salinas of the products developed in his laboratories in Saratoga. But that's some time off.

Pick is also thinking of buying a piece of land near the airport for the erection of a luxurious 125-unit motel, complete with restaurant and swimming pool. His partner in the venture would be Restaurateur Rickey. The deal is now in the discussion stage.

Special events also bring in money. The annual famous California Rodeo brought an estimated $415,000 to Salinas last year, mostly outside money. And Salinas now has its own sports car races that draw fans from all over the state.

All this adds up.

* * *

Altogether Salinas is in fine shape today. Unemployment is lower than ever. Business is up. Everything points toward growth and prosperity.

According to Sales Management, the buying power of the average Salinas family stands at $8,129 a year (compared to Monterey's $6,234). Salinas' quality of market index places it 86 per cent above the national average (compared to Los Angeles which is only 26 per cent above the national average).

Bank business in May, 1955 topped $88 million, compared to $85 million the previous May.

IN THIS MONTH OF MAY ALONE, BANK BUSINESS WAS MORE THAN ONE THIRD ABOVE THE TOTAL FOR THE WHOLE YEAR OF 1945 (when it was about $64 million).

Post Office receipts rose from $286,220 in 1945 to $464,815 in 1954.

The value of building permits issued jumped from $577,125 in 1945 to $6,976,436 last year.

Salinas had over $45 million consumer spendable income in 1954. Alisal had another 28 million.

According to Perry Henderson, manager of the Pacific Telephone and Telegraph Company for the Salinas area, the number of phones on the Salinas exchange (which includes Alisal and other outlying areas) rose from 7,899 in 1945 to 17,078 as of March 31, 1955 (nearly 6,000 of these are business phones). At the same time, PT&T's plant capital investment increased by 226 per cent to $4,950,519 in 1954, with the demand steadily increasing. The Salinas exchange now handles over 89,000 calls on an average day.

Electricity customers of the Pacific Gas & Electric Company, according to its Salinas commerical manager, David F. Nock, increased from 5,905 in 1940 to 12, 417 in April, 1955.

Now if all these facts and figures don't point at stunning progress and a rousing future, nothing does.

But then Salinas, despite its own kind of lethargy, its long lunch

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city in a hurry

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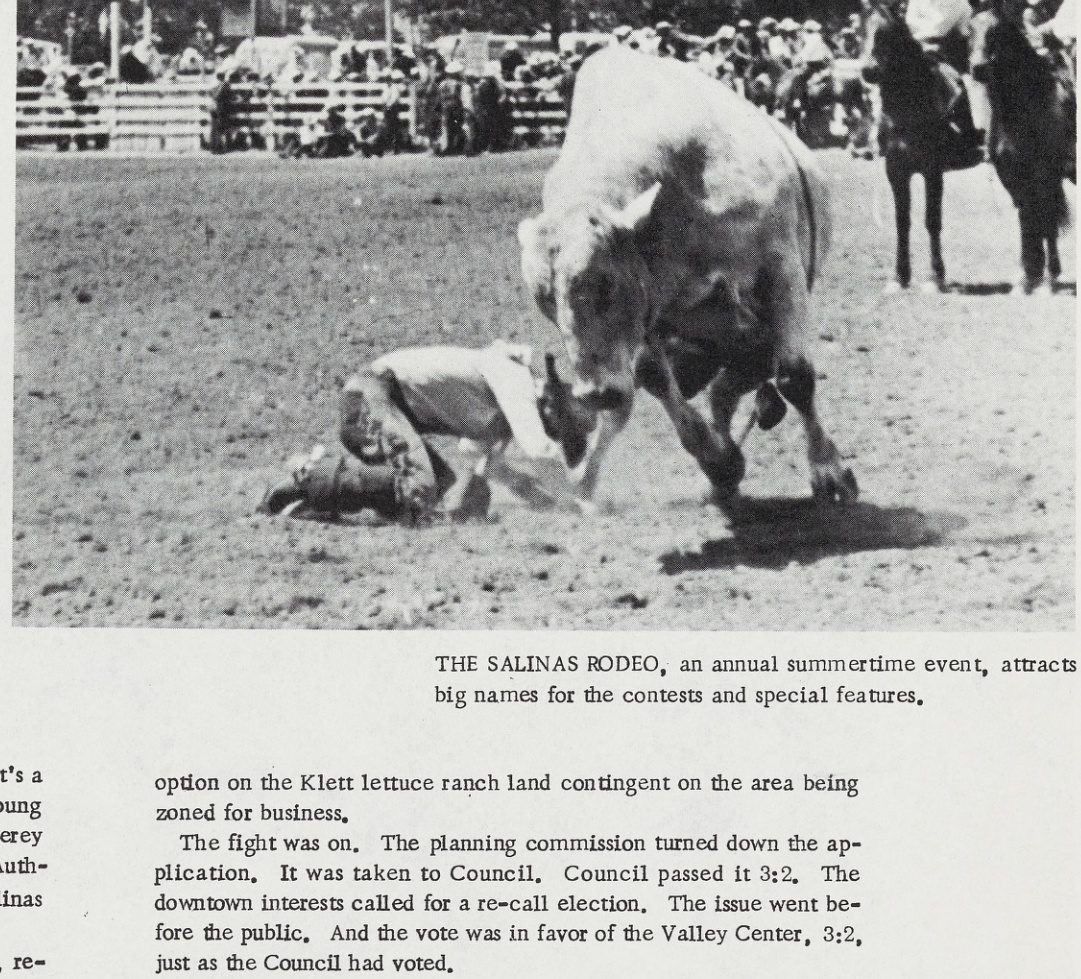

THE SALINAS RODEO, an annual summertime event, attracts big names for the contests and special features.

hours--perhaps a relic of the old fiesta--is truly vigorous. It's a young man's town, and the older men seem to stay young with young ideas. It's a town of boosters, a town of hope. Where Monterey would have been flattered by the type of reminiscing piece that Author John Steinbeck had in the June 1955 issue of "Holiday", Salinas was largely disappointed.

The article, a sentimental homeward journey of the writer, revived the Salinas of old: the streets of mud, the wind-blown desolation, the days when the town had lots of bars, knife fights and a red light district. Salinas doesn't like to be reminded of the old days. It looks toward the future. Its sleepy days, carousing whore house nights are forgotten now that the only real slum is a couple of streets around "Chinatown", and a county housing development has replaced the tenderloin. And, to top it off, Steinbeck committed the unforgivable error of pegging the Salinas population at 14,000. "Man, doesn't he know better? That was way back in 1951."

The young men in Salinas' life are exemplified by Peradotto of MCID; by Robert Elking, a 37-year-old former professional Air Force colonel who goes about his business as manager of the Chamber of Commerce with a dark, intense look that is hidden by a smile when he meets people; by the town's husky, white-haired 40-year-old police chief Raymond J. McIntyre, and the Salinas City Manager, Ted B. Adsit, a dapper and deceptively mild-mannered gentleman in his late 30's.

The middle-aged and older men with young ideas are movers like William B. Pringle, former MCID president and head of the Pringle Tractor Co.; Raffetto; City Attorney Scott; L. M. Tynan, who is busy with lots of things including the Tynan Lumber Company and the Salinas Valley Savings and Loan; R. T. Tustin Jr. and Thomas W. Yutz developers of the Valley Center; Dick Hampshire and A. C. Bingham who are busy developing the area around the rodeo grounds.

They also include other Salinas "strong men" like vegetable shipper Bruce Church who reportedly has a lot of power behind the political scene and is one of Salinas' wealthiest men; Cyril Vertin, shipper and large property owner, and E. C. Harden, another shipper.

* * *

Outstanding among these influential figures because they grabbed the future by the tail and pulled it into the present are Tustin and Yutz. Tustin, now 60, pale, tired and limping after a stroke, had specialized in satellite developments for many years when he came to Salinas at the end of World War II.

He raised $150,000, bought some 20 acres of lettuce land on either side of South Main at the Romie Lane intersection, and asked Yutz, now 59, a Salinas realtor who originally hails from Montana, to join him in developing the huge commercial satellite of the Valley Center.

Financed by Pacific Mutual, Tustin and Yutz put up $2,300,000 worth of buildings, let out most of the property on percentage leases.

Of course it wasn't as easy as it now appears in print.

Businesswise, Salinas was a closed entity in 1945. The downtown merchants didn't want chain stores to come in. Many of them do not realize that big chain stores, although they may knock over a few smaller, marginal local establishments, actually tend to bring business to an area rather than take it away. Tustin had taken an option on the Klett lettuce ranch land contingent on the area being zoned for business.

The fight was on. The planning commission turned down the application. It was taken to Council. Council passed it 3:2. The downtown interests called for a re-call election. The issue went before the public. And the vote was in favor of the Valley Center, 3:2, just as the Council had voted.

Although the growth trend of Salinas is to the north and east--the land is cheaper and offers less drainage problems--Yutz has faith in a brilliant future for the Valley Center.

"Salinas," he says with a grating voice that has a little of the sound of laughter in it, "Salinas will go like hell and we'll go like hell with it.

"The Valley Center will be the central business district, the hub of the county. Plenty of more stores will come in, it's conveniently located for everybody including people on the Peninsula, we have the necessary parking area."

And, Yutz didn't say this but it is so, Valley Center's got the jump on the others, although, as Salinas grows there will be economic room for more satellite developments as are already beginning in Alisal and at the rodeo grounds.

Some of the downtown interests are no doubt sorry now that they let the advantage slip away from them. But they're trying to recoup.

In this, they face an uphill fight.

The central district of Salinas, although there are several parking-meter revenue supported parking lots, does not have enough parking facilities. Property owners would have to cough up money to revitalize it. A movement to form such a downtown business district, complete with assessments, is now under way, but much of the downtown property is controlled by absentee ownership. At this point it seems hardly likely that the absentee owners can be convinced in time so that the downtown district can be reorganized and partially rebuilt. The way things are now, downtown frontage is worth up to $2,000 a foot, but the price is hypothetical: there is no market for it. At the same time, Valley Center frontage is only about $1,000 a foot.

Dreams of a possible central shopping district look good, however. Their plans called for 5 acres of buildings and 15 acres of parking area. The building area is now three quarters built up. Only 350 frontage feet are left on the west side of Main Street out of 1,500. Seven hundred feet are built up on the east side. There are now paved parking facilities for 1,500 cars, with room for another 1,000 to be developed when the need arises.

Valley Center now has 62 retail outlets. It does about $10 million worth of business a year which is about as much as the whole Salinas area did when the Valely Center project was started.

The first of the big stores was the Lucky Store. It was started in 1946. Sears Roebuck started in 1947. And along came Woolworth, J. C. Penney, Thrifty Drug, Grayson Robinson, H. S. Kress, Leeds Shoes and the American Trust Company among others. More big outfits are expected to join the Valley Center before long.

Tustin made a small fortune on the deal. And Yutz had an income of $20,000 a year for several years, managing the lucrative percentage leases.

tracts

MT. TORO, highest peak in the area, lies between the Salinas and Carmel Valleys and is seldom seen wearing a crown of snow as in this photo by Steve Crouch.

According to Bob Elking, all of the downtown area would be revamped.

"Perhaps," he says, "we'd even let grass grow on Main Street; have traffic come on either side, with some buildings torn down to make room for parking lots; special arcades to approach Main Street. Who can tell?"

And who can tell how much such a dream might cost?

But in design such a modern conception would fall right in with the new multi-million dollar Civic Center now in the planning stage. The Civic Center, running parallel to Main Street for several blocks, would include Salinas' famed Court House, an impressive architectural accomplishment for a building of this type and famous for it, and other public buildings, such as a huge auditorium, most of them yet unbuilt. There would be lawns and walkways and parking facilities. But this also is in the future.

Most of Salinas' current problems actually do deal with the future, as befits a community that is finished with the past and looks ahead.

As Adsit puts it:

"The future of Salinas is very, very bright. We can grow and we will grow. The problem is how to make it a steady, reliable growth, having both business and industry co-ordinated with the necessary residential facilities.

"Our problems are in planning. How to keep up with the growth. How to preprae for future growth. How we plan today will determine what Salinas will be like in the future. There are many pressures that make such planning difficult. Many individuals think of the individual needs of today and neglect the needs of the future."

But, says Adsit, generally Salinas is luckier than most cities. Salinas pulls together. It has long been famous for its pulling together in charity drives, and there is never any trouble on bond issues, and anyway, Salinas is well fixed financially, so well fixed that even most of the gas tax money can actually be used for street improvements. Salinas is running strictly in the black, with room to spare: a cash balance of nearly one million dollars.

Pulling together recently, the people of Salinas paved the way through the greatest obstacle that blocked growth and industrial development: the drainage problem. City Council prepared a $2,000,000 plan for providing the city with sewers and storm drains adequate for a community of 100,000, and the voters accepted the plan 8:1. The project is now under constructinn.

It is this pulling together which, in the minds of annexation protagonists, makes it so necessary to absorb Alisal which now sticks into the side of Salinas like a blunt splinter.

Alisal, a community of 17,500 with an assessed valuation of $10 million, differs somewhat from Salinas. Salinas is predominantly middle class. It has many nice homes and some very expensive ones. Lots in the Monterey Park section run as high as $4,000 to $5,000. Alisal, though it has nice areas, is lower in social stature than Salinas. Homes are cheaper. Among its residents are many poor newcomers, many migratory families: hence its nickname, "Little Ok-

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RAPID GROWTH of Salinas in the Valley Center area shown here.

CITY IN A HURRY

(Continued from page 68)

lahoma". Some Alisal lots cost only $600.

In August, 1955, the annexation of Alisal--the engulfing of the splinter by the growing amoeba-like blob that is Salinas--was tried by vote for the third time and, surprisingly, licked by a large margin. It was defeated 1,901 to 1,518.

In 1949 annexation of Alisal lost out by 440 votes. In 1950 it lost out by 129. Alisal residents were not impressed by the annexation.

To an outsider, however, this would seem far from certain. The argument that only pulling together in unity can make for a bright future, that the sooner Salinas reaches 100,000 inhabitants, the sooner it is listed among the standard metropolitan areas that have that many inhabitants, the sooner it may boom from there.

The anti-annexation arguments, advanced by Tex West, owner and operator of the Alisal Garbage Service and new president of the Alisal Businessmen's Association, and Roy Willis, of the Alisal Sanitary Board, had much more immediate impact.

Said Tex:

"Why, being annexed would cost us an extra $72,000 a year. That would pay off our sewer indebtedness.

"It would work like this: Annexation would add $30,000 to $40,000 in sales taxes, $10,000 to $16,000 in business licenses and $26,000 more in taxes." (Salinas now pays $5.96 per hundred assessed valuation, including special assessments such as the Mosquito Abatement District, the Nacimiento Flood Control District, the Library, etc. Alisal pays 24 cents a hundred less, has all the services Salinas has and its own very fine school district).

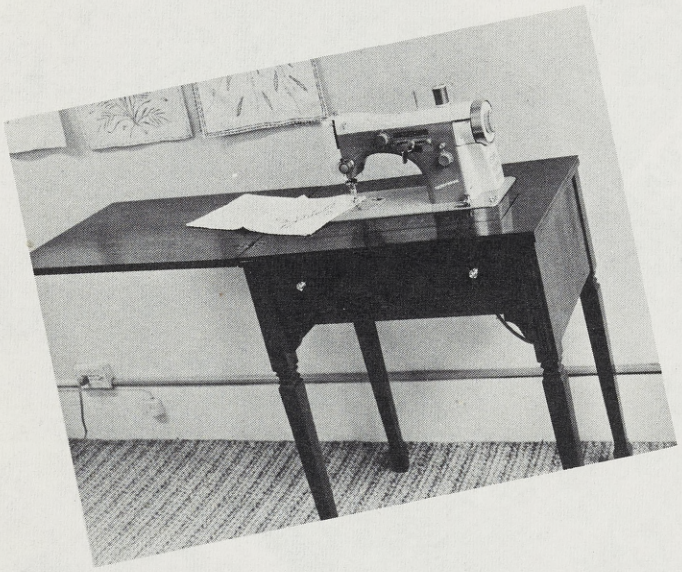
Tex West also said that Alisal, being almost as big as Salinas (it was bigger than Salinas just a few years ago), would want immediate representation in the city council, but could obviously not get this until the next election two years hence.

On factors such as these, on immediate ambitions, on worries about an extra 24 cents per $100, the future of an area often depends. But even without Alisal it is certain that Salinas will go on to grow and prosper, and eventually Alisal will be part of Salinas, even if not municipally, by being surrounded by it like Hamtramck and Highland Park are completely surrounded by Detroit where once similar situations existed.

Make no mistakes. Salinas is not like the Monterey Peninsula. It has its libraries and a nice golf course, but it prefers baseball diamonds. It has a good school system and it has Hartnell College with 800 students, successor to the oldest college in California which was founded in 1833 by a Protestant Englishman who became a Mexican Catholic and whose adobe ruins still stand.

But though Salinas respects learning, it respects practicality and life even more. It is vital and it will grow, grow not despite itself but because of its vision and vitality.

THE JOY OF SEWING



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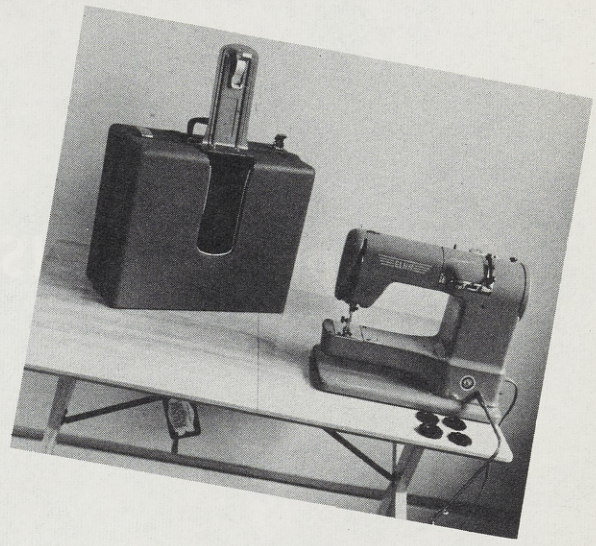

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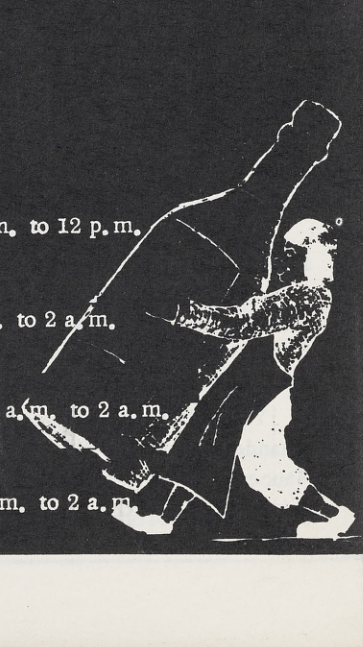

Industrial Development

MCID = MCID ?

IN MCID OFFICE on John Street in Salinas, Louis B. Peradotto, $10,000-a-year executive director, and Mrs. Betty Ann Jones, executive secretary, form a working team to make Monterey County facts and figures known to industrialists all over the country.

● Plans are in the works right now to set up three huge manufacturing districts in Monterey County, focal points for the systematic industrial development of one of the nation's most promising areas.

These manufacturing districts are planned for Moss Landing, Salinas and Soledad-King City. The districts in the Moss Landing and Salinas areas would have 500 acres each, including 200 for buildings. The Soledad-King City project would be about half that size.

Manufacturing districts are something like subdivisions, except that they are designed for factories instead of homes. The subdivider would provide utilities, streets, curbing, and then go to work selling manufacturers on the location.

No exact sites have yet been picked for the proposed manufacturing districts, but exploratory negotiations are now under way with West Coast investment banking houses and industrial realtors.

If the plan for these districts materializes, it will be a testimonial to a small, hard-working organization whose purpose it is to provide Monterey County with a new and year-round economy: the Monterey County Industrial Development, Inc., called MCID for short.

Throughout the country today, organizations like MCID--souped-up offspring of chambers of commerce--are routine. The United States Chamber of Commerce counted some 5,000 such organizations in a recent survey. They all compete for a slice of the nation's expanding and dispersing economy. Their organizers and researchers are busy at home base. Their scouts and hucksters range the country.

Rarely, if ever, these days, does industry come to a new territory spontaneously. Roving representatives of industrial development organizations hear of an intended move or expansion, and from that moment on the directors of the company concerned are wined and dined, bombarded with propaganda ranging from fiction to facts and figures.

The facts and figures become particularly important when the deal gets down to brass tacks. The promoting organizations then furnish all available data on various proposed areas and sites to the interested company. And when a deal goes through, the organizations remain helpful in all local matters.

It is readily apparent that outfits like MCID require many different tools to work efficiently. They have to have money. They have to have staffs of specialists with the know-how of industrial requirements, research statistics, engineering, salesmanship, public relations, advertising. And they have to have something to sell.

MCID has something to sell: Monterey County.

Here are the qualities of the product, important to industry.

* It has excellent industrial sites, areas that industry can develop into its own manufacturing communities, where industry does not have to be on the wrong side of the tracks.

* It has potentially the best harbor on the central coast, Moss Landing.

* It has water, power, railways and main arterial highways.

* It compares favorably on land values.

* It has, right off the start, a pool (about 6,000) of men and women workers with a high degree of eye-hand coordination because of their mechanical agricultural background.

* It has a strategic location between the two largest consumer-industrial markets in the West. San Francisco is 102 miles to the north, Los Angeles 332 to the south. Yet it is more than 50 miles from the nearest designated military target area: San Jose. And that counts these days.

* It has an 18-year record of stable labor relations.

* It has a history of stable taxation, indicative of efficient government.

* It is not congested and old and tired, but young and vigorous.

* It has, last but certainly not least, one of the country's most desirable residential and recreational areas, the Monterey Peninsula, and there are few industrialists who wouldn't like to play golf regularly at Pebble Beach.

* * *

MCID came into existence, in its present form, on April 1, 1954. It was on that date that it was separated from the Salinas Chamber of Commerce in whose womb it had been nurtured for three prior years and which it now had to outgrow because of its regional scope.

Probably because of its early association with the Salinas Chamber and the preponderance among its directors and backers of Salinas Valley men, there has been the belief among some people on the Peninsula that MCID is strictly a Salinas project with no thought for the good of the Peninsula.

Actually, MCID was instrumental in the Hall-Scott shell casing deal in Cannery Row (which did not materialize for reasons not connected with MCID). It is currently working with a large and important national publication to set up its accounting and billing division in Carmel, and is trying to sell Peninsula locations to a scientific equipment company and an electric research organization.

Even if MCID had made no direct efforts to bring business to the Peninsula, its work in the Moss Landing area and the Salinas Valley would benefit Carmel, Pacific Grove, Monterey and Seaside.

It must be apparent to all but the most peninsular minds by now that no place in our economy is an island unto itself, and that prosperity is like a big splash: waves well out a long way all around. In Monterey County, particularly, with the qualities of the Peninsula and the Valley complementing each other, there is a constant economic exchange even though residents of both sides may look down their noses at each other.

In the final analysis, the majority of those associated with industry at Moss Landing and in the Salinas Valley will, if they can afford it, make their homes on the Peninsula, or at least spend a lot of recreation dollars here. One must never forget that the true wealth of an area dribbles in through pay checks, and people spend more where they live and have fun than where they work. A residential building boom on the Peninsula would be but one of the consequences of Monterey County industrialization.

Despite general Pennisula disinterest and despite some more or less overt Peninsula opposition, MCID's first year on its own was a busy, bustling year. Some action to promote Monterey County--such as telephone calls, letters, conversations--was completed every 11 minutes.

This statistic comes from Louis B. Peradotto, the $10,000-a-year executive director of MCID whose electrifying personality powers the small organization.

Peradotto is no sincere-tie type of promoter, and he doesn't waste any time on pretty, small talk. One of the many jobs in his first year with MCID was separating the chaff from the wheat among prospective industries, and you don't do that with fancy words. As a result of his what-about-it approach, MCID now has a list of about 30 true prospects and can concentrate its maximum effort on servicing them.

Stubby, snub-nosed Peradotto, a 40-year-old native San Franciscan who studied engineering at the University of California and then roared through a series of live-wire and trouble shooter jobs for the government and private industry as an industrial and manpower consultant, gives MCID the kind of devotion rarely found except in old maids and bachelors. A bachelor, he lives in a tiny apartment across a small parking lot from MCID's rear door, works all day and most of the night, seven days a week, barely taking out time to sleep and go to Mass on Sundays.

In the MCID office on Salinas' John Street, Peradotto, his blunt-fingered hands often brushing despairingly through black hair that's fighting a losing battle, does a good many things at once and sometimes has a hard time sorting them all out.

Counteracting this superficial disorganization that frequently comes with firecracker minds, is MCID's stabilizing staffer, Mrs. Betty Ann Jones, the executive secretary, an attractive natural redhead in her mature years who feels almost as parental about MCID as Peradotto does himself.

So far it is too early to tell if

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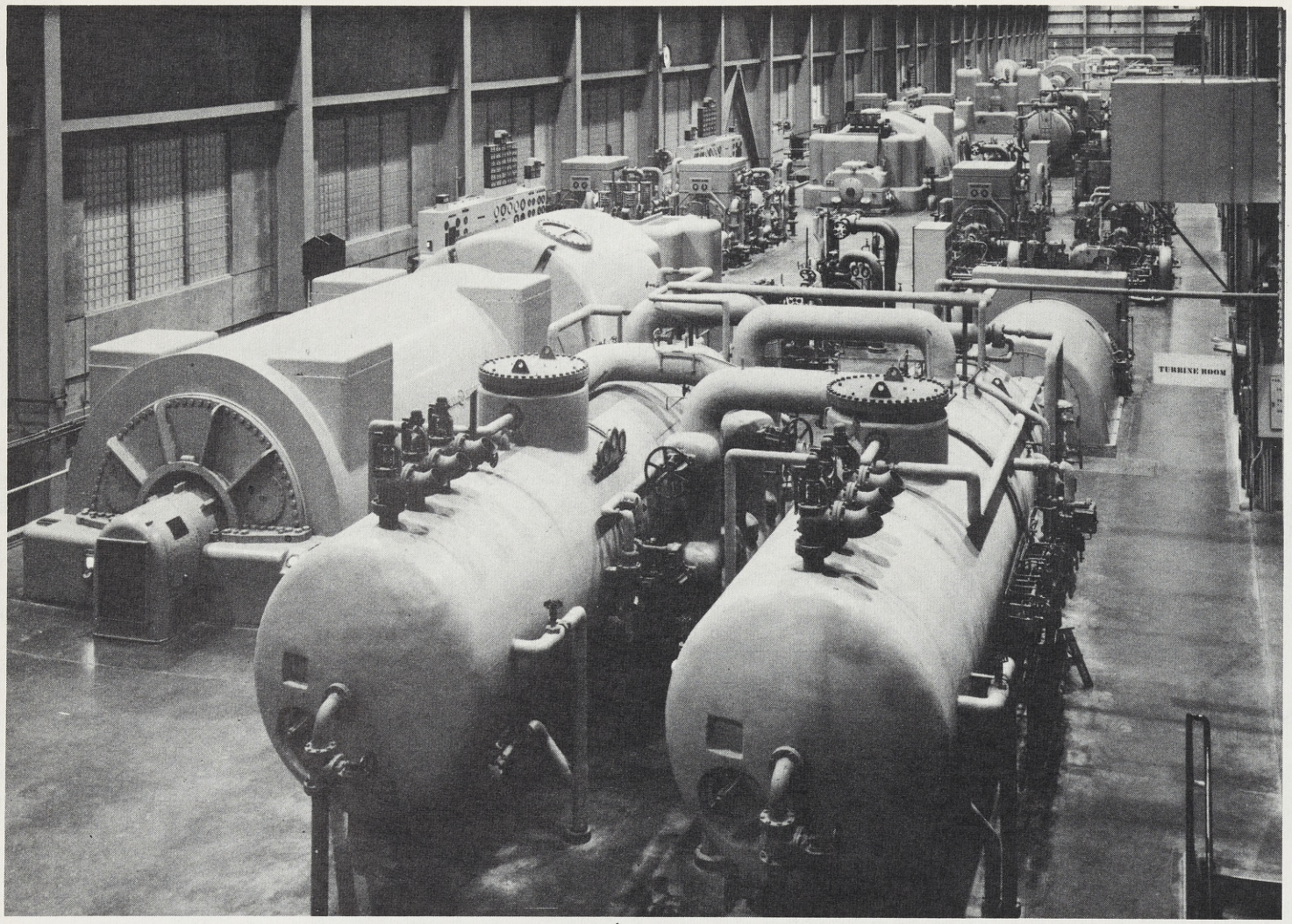

PACIFIC GAS AND ELECTRIC'S Moss Landing Steam Plant is not only one of the major industrial installations of Monterey County, but also is one of the three biggest plants of its kind west of the Mississippi River---all three being part of the P. G. &E. system. With an electric generating capacity of 575,000 kilowatts, the plants' generators produce enough power at full load to supply all the needs of two cities the size of San Francisco.

(Continued from Page 73)

MCID does its job successfully. But there is every indication that, with nature and historical circumstance on its side, it will do it successfully in the end.

In the words of T. Paul Steele, 37-year-old MCID president and resident manager of the William R. Staats Company in Salinas, the organization's major aim is "to obtain a better year-round balance of economy in this county."

Says Steele:

"With shed packing losing out to field packing here in the valley and with the loss of the canning industry on the Peninsula, something must be done to insure continued and growing prosperity.

"We are now looking primarily for small to medium size industry, lighter manufacturing, plants with up to a few hundred employes so that the whole area's economy does not become tied to one big payroll.

"It's not only our job to get the industries, but to get the right industries in the right places--where they can operate to their advantage and where they are needed and wanted and welcome. Obviously no one would suggest putting a manufacturing mill into Carmel.

"Large plants and companies, when they come, belong in Moss Landing and adjoining areas."

MCID, among many other things, is now preparing a master plan of Monterey County, designed to put, as Steele says, "the right industries in the right places" and to strengthen the organization's commitment to deliberate, orderly and planned industrial development.

"By careful planning," explains Peradotto, "we believe Monterey County can have all the advantages of industrial development in the form of more new jobs, more payrolls and more revenues from taxes without certain disadvantages of industrial development experienced by other areas and communities.

"Take San Jose. We want to avoid what happened there. When the city began its industrial development it was based on a certain amount of planning, but the planning left much to be desired. Lack of proper planning and zoning has seriously jeopardized the future of agriculture in that portion of the Santa Clara Valley. For instance, San Jose's cherry orchards are gone--destroyed to make way for homes and industry.

"We don't want that sort of thing to happen here. MCID will never advocate the use of the rich Monterey County farm lands for industrial use, but we will advocate and encourage the use of marginal lands which are abundant in almost all areas of the county. And our marginal lands offer many incentives: not only are their prices competitive but marginal lands often have direct access to highway and railroad, labor and utilities."

Here then is the general set-up as visualized in the MCID master plan:

Moss Landing: With its potential great harbor, its abundant marginal land, its PG&E power, its water resources, its access to highway and railroad, is the county's ideal site for heavy and medium industry.

Salinas Valley Cities: Here, in locations not interfering with agricultural pursuits, along one of the growing State's main transportation arteries, is the logical area for the development of light and medium industry, some of it allied with agriculture, some independent, some assembling for the industrial giants of the San Francisco Bay area, the Los Angeles area and the potential industrial giant of Moss Landing.

The Monterey Peninsula: Endowed with natural beauty and already blessed with two "industries"--the recreation industry and the military installations--which MCID does not want to spoil, the Peninsula would be restricted to such service industries as banks, insurance companies, and publishing houses, and would otherwise, except for some light to medium industry in Seaside, be limited to the arts and crafts. It would be the bedroom and the playground--essentially the same as it is today, only more prosperous.

"Actually," says Peradotto, "there are few available sites on the Monterey Peninsula that are suitable for medium or heavy industry in terms of site, access to highways, railroad, utilities and water.

"Even if there were suitable sites available, most medium and heavy industries, and even some light industries, would spoil the natural beauty of the Peninsula and would seriously jeopardize its recreation, tourist and home values. MCID doesn't want any part of that."

Since most residents of the Peninsula agree whole-heartedly on keeping the Peninsula more or less the way it is today, there is little chance of it changing in an industrial way because, even if industry could obtain sites and permission to build on them, and get all the services it needs to function properly, it still would not come unless it were welcomed. Being wanted is very important to industry, as is borne out by the statement of Dale W. Hirt, manager of the new $300,000 annual payroll Chicago Printed String plant in Salinas which makes decorative ribbon for wrapping gifts. Said Hirt in answer to the question why his company picked Salinas: "One of the big things was that we were wanted. We wanted to be welcomed. We wanted to be part of the community."

Chicago Printed String, employing 75 people, was one of the few accomplishments of the early MCID when it was still operated in conjunction with the Salinas Chamber of Commerce.

"We were determined," tells Hirt, "to build in California. We queried many communities about the things we had to know. Some towns would wait a month before they would answer, but we had our reply from here by return mail. They immediately sent us one of their brochures. This promptness was one of the factors that sold us."

Since the days of Fred Tatton, who was then manager of both the Salinas Chamber of Commerce and the Monterey County Industrial Development Committee, MCID's approach to industry has not become any less prompt but it has changed in method.

Brochures and advertisements in the Wall Street Journal are out. Personal contact is in. Under the direction of Steele, Peradotto carries on a highly personalized sales program, calling on industries and businesses that might fit into the scheme of Monterey County.

Peradotto comes armed with encyclopedic amounts of technical data, both general information that he compiled during MCID's first year and specific information that the respective client would be interested in.

Peradotto probably knows more facts about the county than anybody else. At his finger tips he has statistical information on every conceivable subject such as, agriculture, churches, climate, culture, recreation, schools, finance, fire and police protection, municipal, county and state government, housing, labor, land, markets, products, advertising media, populations, taxes, transportation and utilities. He also makes special, individualized studies at the request of industries.

Assisting Peradotto in his research jobs are experts from Pacific Gas and Electric, the Southern Pacific and Kaiser Aluminum and Chemical, all of whom are understandably interested in furthering Monterey County's economic aims. Experts from State and Federal agencies also lend a hand, including professors from the Naval Postgraduate School in Monterey, such as Prof. C. E. Menneken, an authority on electronics and neucleonics, who has been retained by MCID to give expert advice on electronics and related fields. He has agreed to cooperate with industry that might pick this area as their new homes. MCID recently has also issued an appeal to all competent local senior research personnel in the fields

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Industrial Development

MCID = MCID ?

(Continued from page 74)

of economics, marketing, engineering and land survey to donate of their free time to the organization in consultant capacities.

Tatton, who is now working with the Calaveras Chamber of Commerce, was not able to handle a job of this scope for the county, particularly since he also had to manage the Salinas Chamber, and since MCID was then neither set up with specialists nor financed for a task of such magnitude.

MCID's separation from the Salinas Chamber, however, came on strictly amicable turns--it being well understood that a county-wide deal could not be handled out of and in connection with the commercial headquarters of a single city--and today Peradotto and Bob Elking, manager of the Salinas Chamber, have a close working relationship.

Peradotto, who says he's got a "job with built-in ulcers", would like equally close working relationships with other Chambers in the County, especially with the Monterey Peninsula Chamber of Commerce.

After many months of turning the cold shoulder, the Monterey Peninsula Chamber is now giving MCID increasingly good cooperation, good enough in fact so that Peradotto is beginning to think of approaching the Peninsula communities for financial backing of the ambitious county-wide project whose course he implements. Other areas of the county, knowing which side their bread is buttered on, are also beginning to snuggle up to MCID, and last year the Alisal Chamber, out of the blue, surprised MCID with a $250 donation.

This Peradotto found generous and satisfying, but it actually was a mere drop in the bucket compared to MCID's cost. MCID's latest budget is pegged for $55,000. As a quasi-public agency, MCID receives its funds from two sources, the city and county governments and public subscriptions. The County Board of Supervisors allocates $15,000 a year and the City of Salinas gives another $10,000. To receive these funds, it is necessary that they be at least matched by money collected from private companies, organizations and individuals in Monterey County.

Money, it appears, will be increasingly easy to get for MCID as people begin to realize the organization's actual and potential value to their pocketbooks.

Monterey County's taxpayers had to cough up more than $11 million in the 1954-55 fiscal year, which was tough enough. It would have been even tougher if 24.85 per cent of these taxes hadn't been paid by seven large companies. And it so happens that MCID was instrumental in locating three of these companies in the County (Growers Container, Chicago Printed String and Kuhlman Electric). It stands to reason that the more companies MCID manages to locate here, the lower the individual taxpayer's proportionate load will be.

On the current 30-men board are three interested men from the Peninsula: Joseph Fratessa, general contractor; retired General Robert McClure, former commanding officer of Fort Ord and now a Del Monte Properties executive, and Joseph Cota, transfer and warehouse company owner.

The board is headed by President Steele; L. E. Johnson, of the Dayton-Johnson Co., Salinas, first vice-president; H. E. Leffingwell, of PG&E, second vice-president, and Phillips Wyman Jr., of Salinas Valley Savings and Loan, treasurer.

Others on the board include D. M. Kerr, Kaiser Aluminum executive who makes his home in Carmel; Sig Aidelberg, of the Empire Furniture Company, Salinas; Randy O. Barsotti, of the California Artichoke and Vegetable Growers Association; Jack Prader, Salinas real estate man; W. B. Pringle, president of the Pringle Tractor Co., Salinas; Sid Gadsby, of the Gadsby Music Co., Salinas, and Paul Rubis, who makes his home in Watsonville but is a member of the Moss Landing board of harbor commissioners.

* * *

MCID, meanwhile, keeps busy with what Peradotto calls "fishing". Already Peradotto has hooked some pretty important fish on his fact-baited line.

Growers Container Corp., manufacturer of corrugated cases for the produce industry as well as industrial and cannery cases, started operations in late 1954. Annual payroll: over $350,000.

Kuhlman Electric Company, manufacturer of transformers whose main office is in Bay City, Mich., moved its Western Division plant into Salinas in 1954, started full operation in 1955. It adds an estimated million dollars to the county's annual income.

Western Oil Field Supply Co., a distribution organization, commenced operations in King City in October 1954.

A paper products company, also referred by Southern Pacific, is currently negotiating for sites in Moss Landing and Marina. It will pick one of them. Payroll: 50 men.

Another plastics company is negotiating for a site in Salinas.

Biggest deals on the fire right now, in addition to the promotion of the overall manufacturing districts, are the re-location of a large Midwestern manufacturing

(Continued on page 76)

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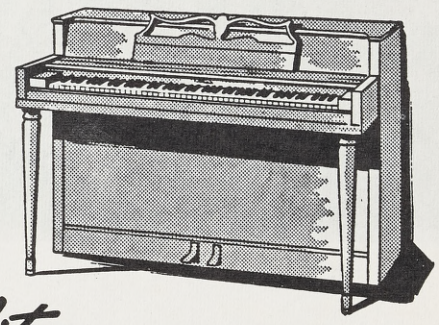

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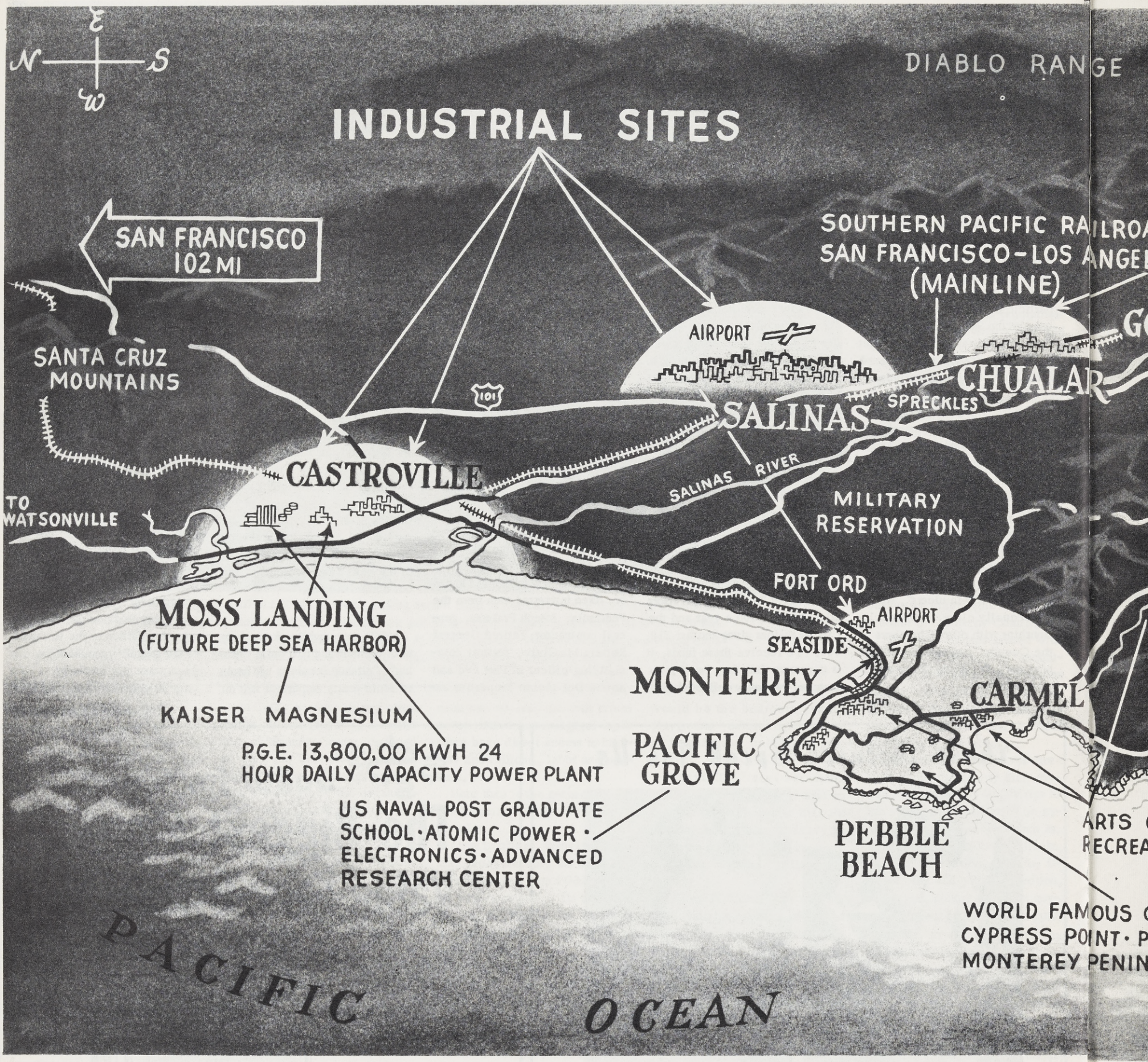

MCID

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company in northern Monterey County, and a project that Peradotto mysteriously refers to as "X".

"Project X", he says, would only involve an approximate $40,000 a month payroll, but would have big implications and make headlines all over the place. Site surveys for the project have been completed, involving 1,000 to 3,000-acre locations. Whether or not the project will go through is now a matter of "top management decision".

The manufacturing plant, whose name and proposed location on northern Monterey County cannot be revealed since this would tend to jack up real estate prices, would involve a $4 million installation and a payroll for 2,500 to 4,000 employes. The proposed location has been okayed by the company's site engineer, and although no option money has been put up yet, chances for this to go through are about "eight to two", according to Peradotto. It is interesting to note that in this deal county lines have been crossed, and MCID is closely co-operating with the Watsonville Chamber of Commerce.

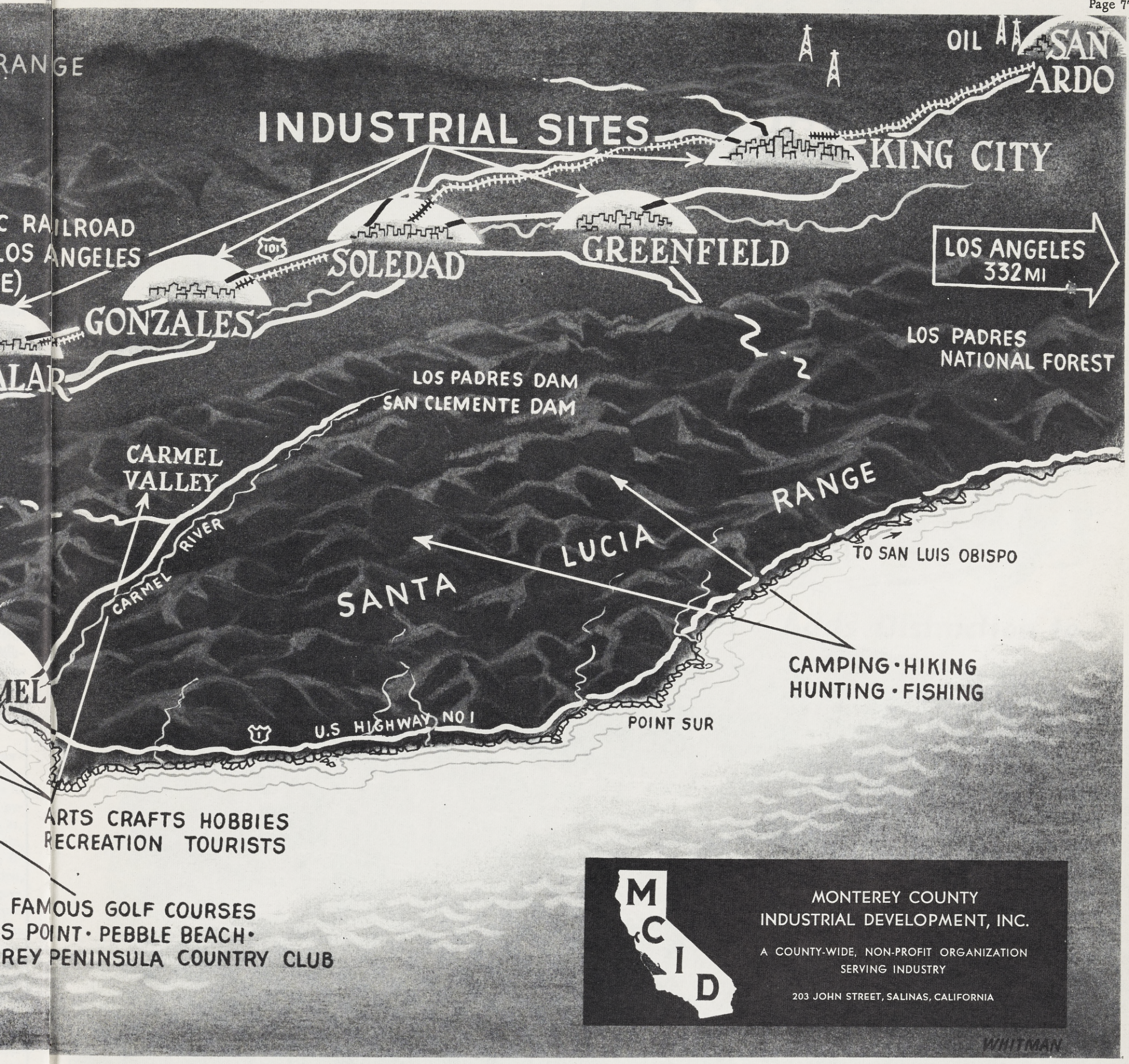
Current hot prospects, according to Peradotto, also include one publishing company interested in the Peninsula; a scientific instrument company trying to make up its mind between Salinas and Moss Landing: a "450-men payroll project" for King City which will take probably 12 to 15 months to materialize since much research is required, and several electronic equipment companies, some interested in the Peninsula, others in the Salinas Valley.

With the dispersion of vital industries, Peradotto is at this time particularly conscious of the electronics industries. He knows that the government has let out $6,500,000,000 worth of electronic contracts last year alone, and he also knows that many of these contracts cannot be fulfilled unless companies comply with a government order for dispersion of their assembly lines whereby certain operations may not be started within 20 miles of other electronic manufacturing establishments.

With Monterey County not a designated nuclear warfare target at this time, with its handy location, its PG&E power available from Moss Landing before it is broken up, and with the Navy School on the Peninsula, Peradotto has found electronics industries extremely interested.

But it all takes time.

"Almost everyone," says Peradotto, "knows the phenomenal industrial development of San Jose. But what a lot of people don't realize is that it took almost three years to interest the first company, and that it took



another five years before San Jose's industrial development assumed significance. To reach its present status, it took about 11 years."

MCID estimates the population of Monterey County at this time at slightly more than 170,000, as compared with the 1940 census of 73,032. It estimates that by 1965, the county will probably increase its population to about 225,000, and by 1975 may have a population of 275,000 to 300,000.

The estimated agricultural income of the county for 1954, according to MCID, was $105,993,205, while the value of manufacturing to the county was about 75 million last year. Military establishments added another 85 million. No estimate or figures are available on the tourist business.

It is obvious that the current revenue is not sufficient to satisfy the needs of the explosive population increase. MCID, however, not intending to perpetuate itself indefinitely, today thinks of its basic objective as the time when industry contributes as much to the economy of Monterey County as the other factors.

It may take 15 years or more before that balance is a reality.

PLASTIC PERSPECTIVE of Monterey County was prepared by MCID to give industrialists and businessmen a three-dimensional idea of the lay of the land in this area. Industrial sites, power sources, transportation arteries, residential communities are emphasized in this oblique panorama, worked from relief maps and aerial photographs by Carmel Artist Colden Whitman...

MOSS LANDING
-Industrial Giant?

ALBACORE SEASON finds Moss Landing's harbor crowded with fishing boats from ports all over the Pacific Coast.

In the early morning hours of April 18, 1906, a powerful earthquake struck the coastlands of north central California. It wrecked San Francisco. It toppled the relics of the Russian invasion at Fort Ross. It changed the course of the Salinas River where it spills into the sea 25 miles north--as the Bay curves--of Monterey.

Where the Salinas River had formerly burrowed through the dunes, it left a deep ditch, a slough, in which the water rose and fell with the ocean's tides. The new slough was linked to another, older slough that squirmed six miles inland in the rough pattern of an elkhorn.

The earthquake was nature's last gift to that barren place deep in the bend of the Bay. It gave Monterey County what is believed to be the best protected harbor of its size on the Pacific Coast, and it thus set the stage for the birth of a new economic giant. Richly endowed, Moss Landing, as the place was called, now waited only for man to recognize its potential and do something about it.

Today, Moss Landing has been recognized for what it is and what it could be in another decade, another generation. But the vision of many men, although it can encompass the new dream, is not big enough sometimes to take in all its ramifications. There are many who worry about a neighbor getting rich, not realizing that wealth slops over.

Because of this and other human failings, such as man's frequent hesitation to seize the bull by the horns even though he may see the opoortunity for it, Moss Landing's

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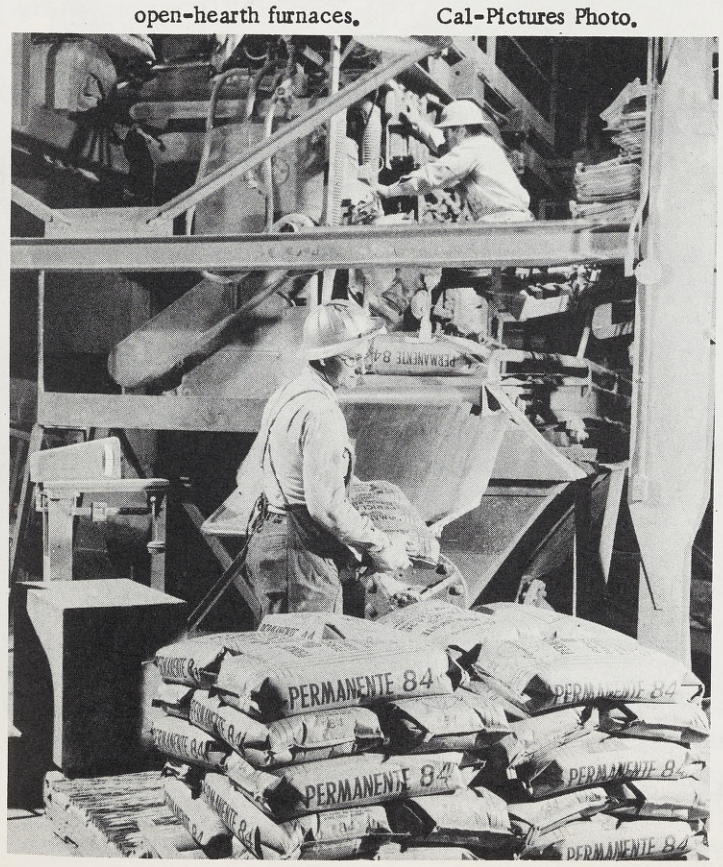
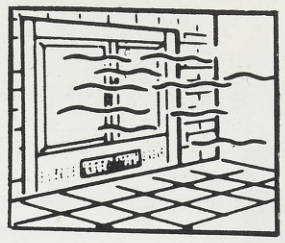
KAISER ALUMINUM AND CHEMICAL'S plant at Moss Landing produces many chemical products including ramming mixes used primarily in steel open-hearth furnaces. Cal-Pictures Photo.





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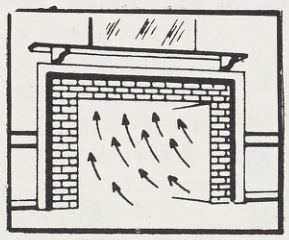
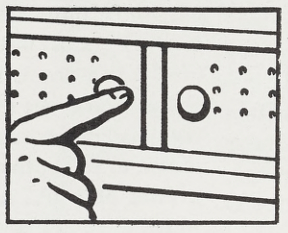
SMOKEPROOF CONSTRUCTION seals in smoke, ashes, and soot — helps you keep your fine furnishings clean.

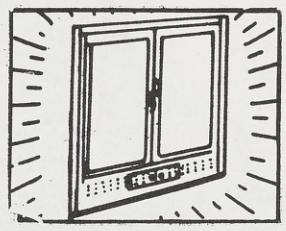


PRECISION FIT of all moving parts keeps heat in the room—stops it from escaping up the chimney at rate of 200 cubic feet per minute.

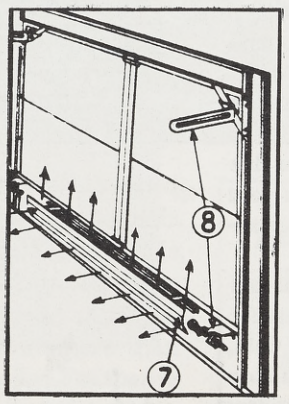
BRASS PIANO HINGES let doors swing wide for adding fuel easily . . . operate smoothly . . . are sparkproof.



DRAFT DOORS slide open or closed at a flick of the finger to control fire for fast or slow burning. No fumbling with an inconvenient damper.



BEAUTIFUL STURDY BRASS FRAME built for a lifetime of service.



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2. **NO SMOKE . . .** in the living room from your fireplace. With Thermo-Rite the smoke goes up the chimney.
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4. **NO DRAFTS . . .** from open fireplace. Fewer winter colds.
5. **NO LOSS OF ROOM HEAT . . .** through an open fireplace—stops expensive furnace heat from going up the chimney.
6. **AMPLE RADIATED HEAT . . .** from your fireplace. Warm, clean, radiated air evenly heats your living room — no more fireplace "heat blast" . . .
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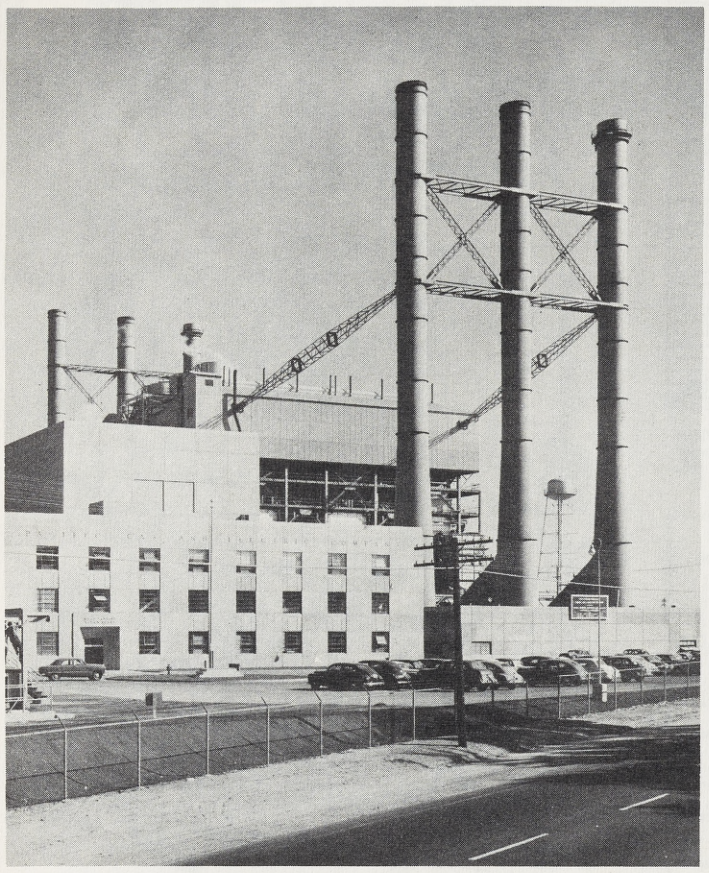
MOSS LANDING



SECOND BIGGEST steam plant west of the Mississippi is operated at Moss Landing by the Pacific Gas and Electric Company. The plant has five generating units with a total capacity of 580,000 kilowatts, produces enough power at full load to supply all the needs of two cities the size of San Francisco. Photo courtesy PG&E

(Continued from Page 79)

future as a giant is not a foregone conclusion. It may grow and prosper, or it may remain in stunted infancy. These years are the crucial ones in its development.

What could Moss Landing's future be like?

Imagine a large, bustling port, with mooring facilities for several hundred ocean-going vessels. Behind the port's waterfront, radiating to the east, south and north, a vast industrial development: its business tentacles reaching out to Watsonville and Salinas, even to Santa Cruz and San Jose and as far south as King City and Big Sur.

A phantasy?

Perhaps. But more likely a very possible reality as California grows rapidly into the largest, busiest state of the union; with industry seeking land where it can expand, where it can receive raw materials and ship its products at the lowest possible cost.

A development of this kind would bring thousands upon thousands of workers to the area. This would result in far-flung residential projects. The present trend is not to live next door to factories, and the employes of the plants would flood the commuting range, triggering a tremendous housing and retail business boom, particularly on the desirable Monterey Peninsula.

The skeptical of what such a development might mean to the Peninsula need only consider commuting distances so cheerfully traveled by workers in San Francisco or Los Angeles. It's only 25 miles from Moss Landing to Monterey, and 25 miles is a small price to pay for pleasant living.

Already the trend is obvious. Moss Landing has a population of about 200, mostly fishermen, harbor workers, and some farm laborers, but many more people than that work there. The Pacific Gas & Electric Company's magnificent $81,500,000 steam plant, second biggest steam plant on the West Coast, buzzing 580,000 kilowatts out of its five huge generating units, has 138 employes.

The two multi-million dollar Moss Landing plants of the Natividad-Moss Landing Kaiser Aluminum and Chemical Corp. three-plant complex have over 200 employes.

Almost all of these people live outside Moss Landing, a good many--including the top brass--on the Peninsula.

Robert Bannister, 42-year-old division steam superintendent for PG&E, commutes to Del Rey Oaks. D. M. Kerr, Kaiser boss in Moss Landing, lives in Carmel, as does Donald L. Woodward, an enterprising man in his early 50's who came to Moss Landing five years ago to operate Moss Landing Maritime Associates, a busy outfit that does everything from selling tackle to handling real estate deals. Several owners and skippers of boats docked at Moss Landing have also purchased homes on the Peninsula.

T. E. Ward, PG&E Coast Valleys Division manager, points out the opportunity for the area.

"The great centers of population," he says, "with the San Francisco Bay area being the leader in our territory, are reaching a point of saturation. This means that the fringe areas are the next potential region for large development.

"With adequate land, gas, electricity, anchorage facilities, and a good climate to attract newcomers, the Moss Landing area can be part of this large development."

The county supervisors are beginning to show an increased interest in Moss Landing's potential. A proposed relocation of Highway One in the Moss Landing area has been discussed by the supervisors. The county planning commission is working on a master plan, soon to be completed.

With the Southern Pacific tracks only three miles from Moss Landing, an almost unlimited source of electric power right at hand, and a natural gas feed from Hollister, industries would have every reason to select their sites on this master plan IF....and this if, of which there are actually two, are the crucial factors in Moss Landing's eventual development.

The first is IF Moss Landing had a fully developed harbor. That means a port of adequate size, all necessary facilities and, of course, sufficient depth to allow ocean-going freighters to enter it.

It would mean, in addition to other improvements, a dredging to a depth of at least 40 feet in the entrance channel, in the harbor basins to the north and south of Elkhorn Slough, and finally, dredging of Elkhorn Slough itself for as long a distance as financially possible. It could be dredged for several miles.

To build such a port could cost anywhere from $6 million to $22 million and might take several years. Even so, it would be cheaper than the development of a port of similar capacity and safety anywhere else along the coast between San Francisco and Los Angeles, experts say. Still, only the Federal Govdrnment would be capable of financing such an expenditure, and the Federal Government would have to be officially convinced of Moss Landing's importance and the harbor district's seriousness in wanting to develop it.

The Government won't even consider Moss Landing until the public has guaranteed free access to the port, until the district commits itself to deed to the United States, without cost, all lands, easements and rights of way for the construction project and its subsequent maintenance.

The other IF is if the industry were given sufficient incentive by those who own land in the area. Naturally, the cheaper the real estate offered, the bigger the incentive. Sometimes it pays to make a little less today in order to make more tomorrow.

This problem has been solved elsewhere by districts buying up land and offering it at extremely low rates. There have been rumors that Ford Motor and Wrigley Chewing Gum investigated Moss Landing before they placed their West Coast plants at Milpitas and Santa Cruz respectively. No one seems to know why they did not pick Moss. It could, conceivably, have been the price of land there.

* * *

Like Caesar's Gaul, Moss Landing of today is divided in three parts.

There is the "island", some two miles long and between 700 and 1,000 feet wide in its main body. It is separated from the mainland by the slough that once held the Salinas River. It is connected to the mainland by a causeway and a bridge. The causeway contains a tidal gate that permits fresh water run-off but holds back the salt tide from pushing into the upper reaches of the slough.

On the island are old warehouses from the sardine days, docks, ship chandlers' establishments, grey shacks that look gloomy in the fog and decrepit in the sunshine: a waterfront in miniature.

Then there is the land south of

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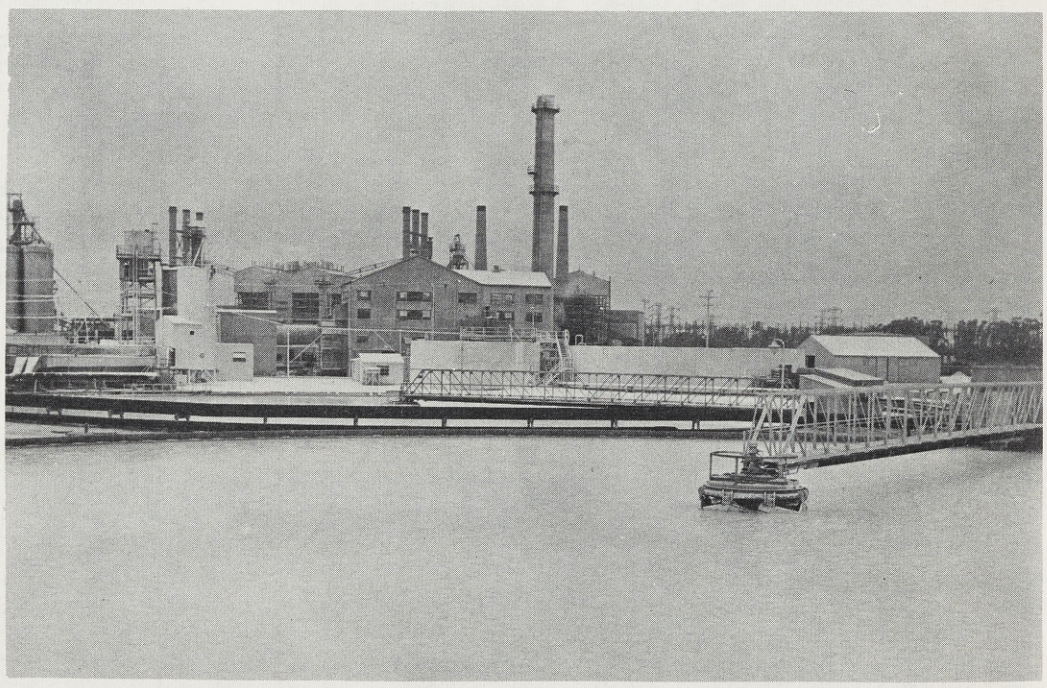

MAGNESIA SEAWATER PLANT of the Kaiser Aluminum & Chemical Corp. manufactures magnesia by combining calcinated dolomite from the Kaiser plant at Natividad, 15 miles away, with sea water. Some of the plant's output is then used in the Kaiser plant next door. Cal-Pictures.

MOSS LANDING

(Continued from Page 80)

Elkhorn Slough, today Moss Landing's industrial focus. Here are the PG&E and Kaiser plants. Kaiser dates back to 1942; PG&E went into operation in 1950. The Mearl Corporation, a chemical company of New York and New Jersey, bought 21 acres behind PG&E for about $35,000 in 1953, but no plant has yet been built on the site.

And then there is the land north of Elkhorn Slough, mostly grazing and agricultural land like the rest of the acreage south of the slough. Some of the land is salt flats where commercial salts are precipitated from sea water. Some of it is in fine vegetable truck gardens operated by the Capurra brothers and their sons.

From the north of Elkhorn Slough, a sliver of sand dune land juts southward out into the sea, completing the protective pincer around the harbor. In the curve of this northern pincer is the yacht basin where currently about 50 pleasure craft are berthed. Owners come weekends and on vacations from inland points and even other coast cities, like San Francisco, because they like the protected situation of Moss Landing harbor for their ocean-going craft.

Commercial ships tie up south of Elkhorn Slough, by the "island" under the watchful eye of Harbor Master John Woolsey. Each year more of them come to the port for safe winter mooring; already there are over 200, some from as far away as Alaska. In the summer, many more ships, especially modern, refrigerated trawlers, call on the port. They come at the beginning of May for salmon, leave the end of June for albacore fishing in Mexican waters, then return with the albacore migration at the end of August. Woodward counted some 600 different fishing vessels that used the services of his maritime store last season. The trawlers could put in at Monterey, but they like Moss Landing better.

To help service these ships, a $35,000 repair facility, the biggest between San Francisco and Los Angeles harbors, is nearing completion. The yard, including a boat railroad and dry storage, will accommodate vessels up to 60-foot length to start with, has been planned for eventual expansion.

* * *

Moss Landing's assessed valuation for 1955 was $35,480,455, a staggering 12 per cent of Monterey County's total $275,256,391 assessed valuation. For a single locality, only the city of Salinas exceeded this valuation with its approximate $44,000,000. Carmel, with only about $12,000,000, and Seaside, with about $9,299,300, were far behind.

True enough, this evaluation was due almost exclusively to the PG&E installations, assessed at $31,531,730. Kaiser accounted for another $1,434,300, leaving less than $2,000,000 for all the rest. Assessed valuation for real estate ranges from $50 per grazing acre to $127 per industrial acre. Don't be misled by this low evaluation of land.

Moss Landing tax rates vary from 3.494 to 4.42 depending on the district involved, and the huge income derived from taxes there due to PG&E's assessment make it a very lucrative taxation area. PG&E was hit for $1,299,107 in county taxes (not all of this Moss Landing) in 1954-55, and County Supervisor Chester Deaver, who represents the Moss and Pajara areas, has been heard to say that the county's tax rate would be more than 20 cents higher if it wasn't for Moss Landing's contribution to the county kitty.

PG&E also has made the local school district the wealthiest--per capita--in California. PG&E paid $242,794, which is 85.5 per cent of the school district's tax burden for about 200 pupils.

Moss Landing's beginning boom is also evident in the land values. Wilbur Sandholdt, son of the late William Sandholdt who once published the Monterey Cypress, owns most of the land on the island. He sold some property off to Texaco for its bulk plant at Moss Landing for about $10,000 an acre, is not

(Continued on Page 82)

Big moment in a new father's life. Lusty-voiced Dave Jr. arrived at 6:32 in the morning. And was there ever another baby quite so wonderful? When he and Big Dave met soon afterwards, father's modest appraisal of son went something like this: the shoulders of a fullback, the jaw of a heavyweight champion, and the hands of a star pitcher. As his sleepy son was put in the bassinet, Dave headed back to the waiting room. Within seconds he was on the telephone there, sharing his enthusiasm with four proud grandparents . . . and everyone else he could think of. To him the telephone meant more than ever right then. And no wonder. For there's no better way to pass along big news so fast, so easily. **Pacific Telephone.**

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EVERY DAY

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(Continued from Page 81)

selling anything else right now. None of the other land owners, and there are not terribly many, are selling either, at this time. They would rather lease their property. Lease land goes for about $100 an acre a month, which is pretty husky. Very little lease land is available on the island at this time.

Besides Wilbur Sandholdt, the bigger land owners around Moss Landing include the California Artichoke and Vegetable Growers Association, which has 445 acres south of the Kaiser plant; Daniel and Tosca Pieri; Enrico Bellone; Wilbur Sandholdt's uncle, old Dr. J. P. Sandholdt, a 75-year-old physician who was once mayor of Monterey and as such responsible for the building of Monterey's breakwater, though he now feels that Moss Landing is the port of the future; the Capurra brothers, and A. T. and Ed Vierra.

Ironically, Moss Landing island once was Monterey City land, part of a Spanish land grant that passed on to the city. The tricks of fate, however, played a cruel joke on Monterey: the city owed the fabulous Mr. Jacks $1,100 and when the debt had increased to $1,400, Mr. Jacks settled for part of what is now Pacific Grove, the hills above Monterey and the island at Moss Landing.

When Jacks discovered, so the story goes, that Captain Billy Moss had put up a landing on his island he forced him to buy it for $10,000. Moss eventually sold out to the Pacific Steamship Company, and Southern Pacific later sold off the land.

Recognition of Moss Landing's potential came as early as 1908 when the U. S. Corps of Engineers surveyed Monterey Bay. Several decades before that, in the 1860's and 70's Elkhorn Slough had already been a waterway of considerable local importance.

The slough was quite deep then, and small, coastwise steamers hauled freight to and from Brennan's Landing, later to be called Hudson's Landing, at the site of the present railroad bridge where the old pilings are still visible at low tide. Ships also called at Captain Moss' landing on the island, up the mouth of the Salinas, on the site of the present pier. But as time passed, erosion made the slough too shallow for navigation and it fell into disuse, and with the shifting of the Salinas River, the entrance to the slough eventually silted up until, at low tide, only six inches of water covered the barrier to the harbor.

In the sardine days of the 30's and early 40's, purse seiners did come to Moss Landing, but they unloaded on the ocean side of the island since there was no port.

Finally, under the impetus of war, the people of the area got together and formed a Harbor District in 1943. The district put up $130,000 to dredge the mooring area. It also contributed land for the initial harbor development. The Federal Government then came through with $1,300,000 to finance dredging of the harbor entrance. This job was done in 1946, providing a 100-foot channel with 500-foot easement. The channel was 17 feet deep, quite deep enough for oil barges drawing eight feet, and the fishing vessels. New dredgings are required every two years.

Oil barges could not bring the fuel so vital for the operation of a steam plant (though, today, PG&E also taps the Texas natural gas line at Hollister), and Texaco as well as Standard Oil put up bulk plants where gasoline and diesel fuels are pumped from the barges into tanks, and from the tanks into trucks for distribution in the surrounding district.

In 1946, the State transferred the tidelands to the jurisdiction of the Moss Landing Harbor District so that the harbor development could be completed. These tidelands, however, came to the district so that the harbor development could be completed. These tidelands, however, came to the district with the provision that they would revert back to the State after 10 years if the district was not completely organized, fulfilling all requirements for support by the Federal Government.

For the first eight years little was done. Now, with the deadline in sight--a deadline interested parties presume would be extended if it is not met--some of the requirements have been fulfilled.

An exact harbor line (the mean ebb tide line that tells officially where private property ends and the harbor begins) has been recorded. The harbor has been surveyed. A deal has been negotiated--but not yet completed--whereby the harbor district would purchase for $6,000 a certain amount of land to give the public free access to the harbor and its recreational facilities.

It would appear that these requirements would have been easy to fulfill, especially since their fulfillment is presumably in the interest of all parties concerned. But, somehow, progress on these matters has been slower than a crippled turtle.

The current board of harbor commissioners includes two men serving their first terms, two hold-overs and one protem member who was made permanent by gubernatorial appointment.

The two hold-over members more or less typify the composition of the board during the past eight years. They are Robert Blohm, a Watsonville rancher, current chairman, who has been a member of the board since the formation of the district. He is capable and earnest and recognizes what should be done, but he is no more a promoter type than the other holdover member, Robert Kirby, an elderly farmer. The protem member, Dan Rhodes, who took over when Louis Modena resigned from the board, is also a farmer.

The board's two new members are younger men, Paul Rubis and Roland Roberts. Rubis, who looks like a good organizer, owns land bordering Elkhorn Slough on the north for about five miles, and he has a distinct personal interest in not letting the dream of a bigger and better Moss Landing go down the fizzle. Already, with the help of Congressman Charles M. Teague, Rubis has obtained a $25,000 federal appropriation for the district. This money is slated for a new harbor survey, though some of it may have to be spent on dredging. Roberts, too, is an energetic administrator and mover. He is school principal and an up-and-coming member of the community.

* * *

There are other problems.

The harbor district, though it is theoretically self-supporting and has not levied a tax in several years, is under a certain amount of financial pressure. It has about $7,000 in the kitty, but it also has debts.

The district was formed with the understanding that it would receive no help from the county, and that it would not levy additional taxes. Unfortunately, however, the financial security of the district was based upon tolls from the sardine industry, and as the sardines went south so did a good deal of its income.

Another major growing pain of Moss Landing has been, and still is, the squabble over the backing it deserves from the rest of the County. And in this matter lies Moss Landing's gravest immediate problem of them all.

The harbor district is at present composed of 700 property ownerships, which is not a great deal of of backing. Monterey County Industrial development, Inc., a non-profit body for the promotion of industry here, came up with the suggestion to make the whole county one great big harbor district, an action which would not only save a great deal of administrative expense since all boundaries are already established, but which would put a lot of weight behind Moss Landing while not neglecting any other possible harbor along the county's long coastline.

This plan, spearheaded by MCID's live-wire executive director, Louis B. Peradotto, ran into considerable opposition. This opposition came primarily from the Monterey Peninsula where a few people still believe that Monterey's harbor should be pushed ahead of Moss Landing's.

This, in the eyes of a good many objective by-standers who are thinking of the good of the county as a whole--and not forgetting about the Peninsula in the process--is just so much bunk. The most objective of them all, Col. A. J. Goodpaster, then district chief of Engineers and now an aide to President Eisenhower, advised formation of a county-wide harbor district as "an aid to a systematic approach to all harbor developments in the county."

Beyond this national-interest view, many men who can judge harbor potentials feel that Moss Landing offers much greater opportunities for industrial harbor development than Monterey. They feel that the development of Moss Landing as a great and safe harbor would be much less costly than a similar project elsewhere.

Furthermore, despite the clamor for bringing industries to the Peninsula, there is a good chance that there would be a hue and cry among residents if some big outfit took the Peninsula up on it and tried to move in some smoke-belching big stuff. The Peninsula is an ideal residential and recreational area and, except for a few small and medium sized industries here and there, most residents want to keep it that way. They even complained about the canneries and reduction plants.

The Federal Government, in subsidizing a big industrial harbor development, cannot take a chance on zoning squabbles keeping the industries out of the area afterwards.

Another argument for the logic of Moss Landing's harbor development is the almost unlimited room for industrial expansion in the area. On the Peninsula, Fort Ord, straddling the highways to Castroville and Salinas, would strangle expansion to the east, beyond the limits of Seaside. It has been pointed out that many Monterey businessmen, who would prefer to see industry on the Peninsula, apparently fail to realize that more money is spent where people live than where they work, and that, beyond a certain point--to which the Peninsula and particularly Seaside, is bound to grow anyway--industry located on the Peninsula would help little except to help pay taxes.

However, as a result of Peninsula opposition to the county-wide harbor district scheme--an opposition which, according to reliable reports, is not shared by Del Monte Properties which can visualize the Peninsula as the bedroom for the executives and white collar workers of the potential industries between Moss Landing and Salinas --the county-wide district plan has temporarily fallen through.

Its collapse may be more than temporary.

Discouraged by the Peninsula opposition, the harbor commissioners then aimed at enlarging the district to the boundaries of the two supervisorial districts that include Moss Landing, Castroville and Salinas. But Salinas, though not opposing the plan, showed no interest. No action was taken, no encouragement given. Lethargy ruled.

With time of the essence, the harbor commissioners are now inclined to take up a recent suggestion by old Dr. Sandholt which received some encouragement on the Monterey Peninsula. Dr. Sandholt's suggestion amounted in effect to tossing Moss Landing's lot in with that of Monterey for the eventual formation of a district that would push the "coordinated orderly planned development" of both harbors--Moss Landing and Monterey.

Such a plan, seemingly practical at first glance, has the handicap of political weakness. Even though its eventual aim might be to make Moss Landing an industrial harbor and Monterey a pleasure port, which is as things should be, it would still lack the weight of argument that a county-wide district would possess. A county-wide district would have the additional punch of the industrial and agricultural areas of the Salinas Valley.

A county-wide district would still give Monterey its chance under the Small Harbors Act, and Moss Landing, already on the market for a 500-acre industrial subdivision, would soon get the green light all around to take its rightful place among the industrial giants of the nation.

THIS IS PACIFIC GROVE

PHOTO IS OF METHODIST CHURCH, a Pacific Grove landmark when McKinley visited town in 1900. Recently, after heated argument, Church decided to sell structure and build a new one to take care of increasing congregation.
C. K. Tuttle Photo

Now and then someone comes forth with the suggestion that the Monterey Peninsula would be better off if all five of its communities were united under one government, thereby saving duplication and considerable cash.

This may be a very practical consideration, but it is doubtful that such unification will be achieved in the foreseeable future--if ever.

For cities have personalities. And the Peninsula's five are rugged individualists indeed. Though four of them border each other and the fifth is only four miles distant from the center of the group, the differences are leagues apart.

Monterey is a dark Spanish lady with a touch of Italian ancestry. She is ample-bosomed, hospitable, beautiful, a little bawdy and not scrupulously clean.

Seaside, and its tiny fellow city Del Rey Oaks, combine into a tousled teen-ager, obstreperous, but virile and with great promise of a prosperous future.

Carmel is a sandaled lady dressed in Grecian robes. Her hair is flowing, she carries a harp in one hand and traveler's checks in the other as she flits from pine tree to pine tree trailing wisps of fog.

Pacific Grove is a middle-aged prim lady. She is not stylish but usually neat as a pin. Her hair is drawn plainly back in a knot and her lips are always tightly pressed together. She frowns on liquor and playing cards for money but would help a couple with strict parents to elope. Above all else she wants a decent home and upbringing for her children and she can be brought to a point of near violence to obtain it.

These characterizations are naturally simplifications but they embody the basic personalities with which the Peninsula's communities started out in life, and which they have retained with only minor modifications.

Pacific Grove began its communal entity as a place where people came to enjoy rest and relaxation in an aura of religion. They came for their vacations, pitching their tents in a camp operated by the Methodist Church. Later they came to stay permanently. The community has long since passed from churchly supervision and the religious atmosphere is not quite so prominent any more, but even today there are 16 churches for a population of 12,560, which is more than a mere sprinkling.

The community's present-day descriptive slogan is "A City of Homes" which is indeed fitting. It is so much a city of homes that it seems more like a community's residential area than a municipal entity in itself.

People come to Pacific Grove because they want to live in a quiet peaceful residential area, because they don't want to be bothered. They want good schools (which they get), efficient sewerage (which they get), neighbors of similar insular inclination (which they get), and beyond that some live in apathy.

About 70 per cent of the city's residents are home owners. An equal percentage finds employment or gains its income directly and indirectly from the outside. The rest live strictly on local service

(Cont'd on Page 84)

THIS IS PACIFIC

THE CENTER of Pacific Grove is the crossroads of Lighthouse and Forest Aves.

(Cont'd. from Page 83)

industries. About a quarter of the home owners, in addition to a large share of the renters, are military personnel. They buy their homes when they come here. They sell them when they leave. New "permanent transients" take their places.

Between Pacific Grove's old-timers, the passing parade of the military, the home-owners whose business interests extend outside the community, it is no wonder that there is little interest in anything but the status quo.

Local elections pass without campaigns. Candidates avoid issues, merely promise to keep Pacific Grove a "city of homes". Few residents go to the polls. Few residents attend Council meetings. There is nothing to vote for or to vote against. There is nothing to fight for or to fight against. Pacific Grove slumbers on.

When a civic project is proposed, such as the enclosing of the municipal swimming pool, it bogs down not in arguments but in general disinterest. When someone like Dr. R. E. Maxwell, 64-year-old physician, thinks of something to put the community on the map --in this case a unique auditorium for lectures and science conventions--it is endorsed and then conveniently all but forgotten. In over two years only $16,000 of the required $50,000 has dribbled in for this outstanding and worthwhile project.

This may be all very well, and as long as most families in Pacific Grove can obtain their living directly or indirectly from the outside there is practically nothing that can spoil their idyll.

Today this is so.

But it may not always be so. And a city must think of its future.

This problem was brought sharply into focus last fall in the hassle --a small-scale hassle, really, but a big-scale hassle for Pacific Grove--over a use permit requested by C. J. Wilkie who wanted to put up a modern motel outside the area designated for motels on the city plan.

Due to the efforts of forward-looking civic movers like Realtor P. M. Dinkel, Pacific Grove has now revised its motel limitations and thus taken a step toward the future, a step that eventually may gain the city its rightful share of the California tourist dollar.

Though located in what is one of the finest stretches of seashore in the area, Pacific Grove never made any effort to capitalize on it. For tourist attractions it relied largely on its Monarch Butterfly, a winged little beast that returns to Pacific Grove each winter.

During the Wilkie motel dispute City Planner W. J. Crabble put his finger on Pacific Grove's big problem:

Pacific Grove must be re-zoned--at the expense of residential areas.

Rezoning, he said, is necessary in a growing community about once every five years "despite the wishful thinking of some city planners who may want to keep the city the way it is and despite the thinking-in-the-past of many residents."

Crabbe elaborated:

"Costs have skyrocketed in the past 15 years. Pacific Grove needs additional income to cope with these costs. If it does not get this income, taxes on the individual householder will eventually have to be exorbitant.

"So the city must keep its eyes open for new sources of income, and make it possible for that income to come in."

If Crabbe had his personal say--which he cannot have as a neutral member of the planning commission--he would recommend a vast revamping and improvement program for Pacific Grove.

He visualizes the possibility of a top-class seaside resort, on the order of cities on the Riviera, with a promenade along the shore line and with fine apartment houses and hotels along that promenade.

A highway causeway would bring traffic directly into Pacific Grove, spanning Monterey Bay between the Navy School and China Point.

All this, of course, is strictly dream talk. Pacific Grove now has a large zone ready for modern, up-to-date motels, but it is a long way from becoming a strictly resort town. The motel zoning was achieved without too much opposition. Proposals of further changes would wake the city from its peaceful slumber and provoke, in all likelihood, a ferocious fight.

Today, Holman's Department Store is Pacific Grove's only major industry: it is in fact its major economic support apart from the outside earnings of the military and commuting residents.

With its four floors and solarium and its 49 departments, Holman's is an institution for the Peninsula. It is the only sizable department store in the area.

Holman's has 230 persons on the payroll. Many of the clerks have been with the store for years, and are as familiar to customers as the store itself.

Robert Johnson, manager of the Monterey Peninsula Chamber of Commerce, which Pacific Grove helps to support, has this to say about Holman's:

"I once asked the owner of a small shop in Pacific Grove how long he could stay in business if Holman's should disappear. The answer was that he wouldn't last long."

This is indeed ample testimony to Pacific Grove's current economic limitations.

A recent new and important industry in Pacific Grove is the National Automotive Fibers which took over the property of the American Can Company on Cannery Row. This concern employs 300 persons--many, however, not from Pacific Grove--but is about the last development in the way of industrial expansion thought possible under present circumstances.

"It's a matter of space and facilities," City Manager Alfred D. Coons says. "There is no room for industrial concerns and I think further development along that line unlikely."

Pacific Grove has done little in the way of promotion or campaigning to attract new business, a circumstance which draws forth both approval and criticism.

Approval comes from those who like Pacific Grove the way it is and see no reason for continual expansion and development.

Says a civilian employe at Fort Ord who makes his home in the "Grove":

"After all, we came to Pacific Grove because it was a small, quiet town and a nice place to bring up our children. It would change character entirely if it became a hustling live-wire community."

Criticism, however, comes from those people--especially those in business--who would like to see the economy expand, who feel that a little prosperity never hurt anybody.

True, a business expansion program would be difficult for Pacific Grove because of its land shortage. Residentially, the city is all but built up. Businesswise, downtown is filled up. Every frontage foot --what there is of it--is occupied.

One solution proposed is that of a large shopping center.

Roudi Partridge, civic leader and president of the First National Bank of Pacific Grove, is one of the most enthusiastic supporters of such a plan.

"It has been a dream of mine for a number of years to see the downtown business district converted into a big and important shopping center," he says.

"The town has always been a shopping center for the Peninsula, chiefly because of Holman's store, and the idea of capitalizing on this start is appropriate."

Partirdge and others have even developed a concrete program to

GROVE

carry out their idea but it is still in the "thinking" stage.

Here's the deal:

Grand Avenue would be the center of the project. Property adjacent to the avenue would be acquired to provide ample parking space for shoppers. Building up of the shops in the periphery of the parking area would follow as a natural result.

"I went so far," Partridge says, "as to contact several of the major property owners in the downtown district. All were in favor of the idea. They approved of a suggestion that a parking district or something of the kind be formed. Grand is a very wide street and it is ideal for the purpose.

"I feel that parking is the answer to the secret of success of these shopping centers, and this plan would solve that problem.

"All that remains is for the citizens and the business people to get behind the plan, for it is surely feasible."

The problem, however, is the financing. Cost of such a shopping center project would be equal to or exceed the total assessed valuation of Pacific Grove's current business district, which is half a million dollars. But Partridge feels that if everybody got together, which they would have to do in order to put this project across, it could be accomplished financially.

Another enthusiast is Frank B. Shropshire, owner of the Camera Exchange, a photographic establishment that has won considerable reputation. Shropshire is in favor of converting the block bounded by Grand, Laurel, Forest and Lighthouse into a shopping center.

"There are only six property owners involved. The deal could be put over for six million," is his opinion. "If I had the money, I'd do it myself."

W. R. Holman, proprietor of Holman's, is not in favor of such a center, but he says that it isn't the competition that worries him.

"I feel," he says, "that such a center carried out on a large scale would harm the value of business property in other areas as it would draw business away from them. It would make a ghost town out of the other cities.

"I think our community has made a mistake in not making parking easier for the shopping facilities we already have. Parking lots easily available would be a solution, also we would not penalize the shopper for overtime parking."

If such a shopping center should come to pass, Pacific Grove would not only face the problem of parking but also that of accessibility.

For today's demands, the roads into and out of Pacific Grove are sufficient. But with a shopping center this would be a different story. Monterey traffic feeds largely via Lighthouse: one lane each way. The same is true of Carmel traffic, and already a four-lane road between Pacific Grove and Carmel is in the planning stage.

Pacific Grove may lack enterprise when it comes to promoting new business, but it sees that its townfolk have a good time. It has the most extensive recreational program of any local community and probably of any town of its size in the State.

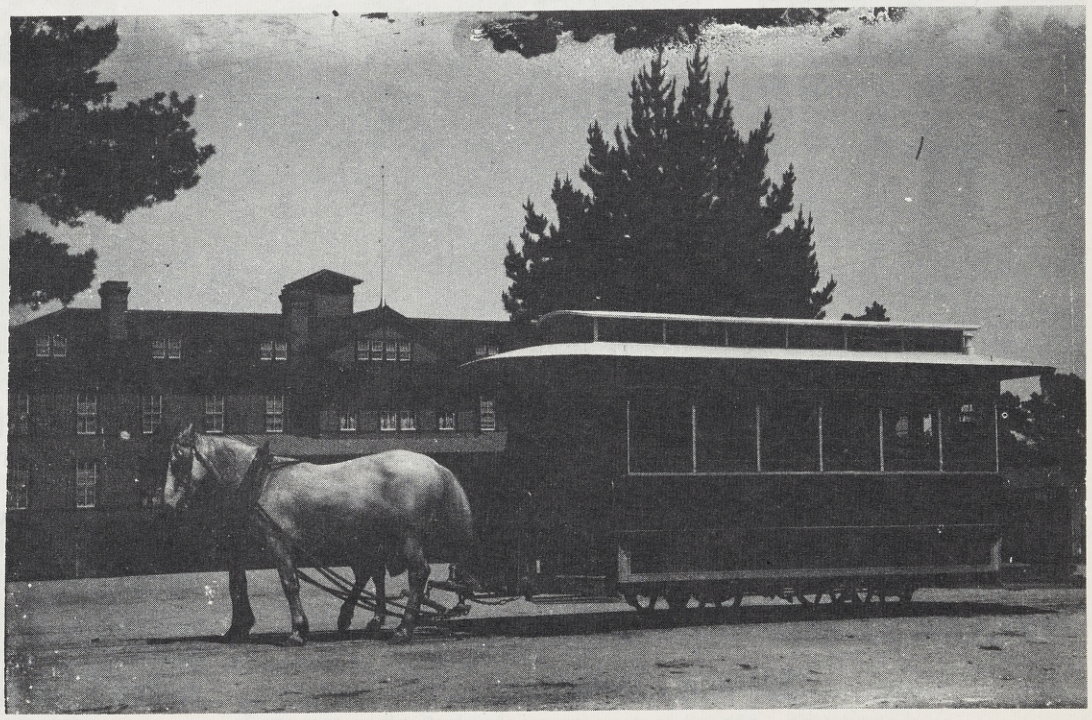
There is a 9-hole municipal golf course. There is a municipal beach and a heated salt-water pool. There are several tennis courts, a croquet court and horseshoe pitching facilities. There is an excellent municipal museum with an outstanding butterfly collection. There is a soft-ball field with a 500-seat grandstand. There are games, classes and parties for young and old. And there is Topper Arnett, a live-wire recreational director who looks like he'd be a cinch for anything he tried.

There are 15 parks with a total acreage of 64. Many of them are small, covering a block or less. The entire waterfront area, acquired partially by gift from Del Monte Properties and partially purchased by the city, might be classified as the most interesting park of all, with its fascinating tide pools, sand dunes, rocky cliffs and sand beaches. An old-timer, Hayes Perkins, has spent nine years in developing much of the waterfront into a formal garden: planting, weeding, cultivating. The city's waterfront property begins at Hopkins Marine Station, Stanford University's marine biology branch, and extends all the way to the Coast Guard Lighthouse Reservation: a veritable paradise for relaxing on a Sunday.

* * *

Such accomplishments, such problems, such a growth could scarcely have been anticipated at the turn of the century when Pacific Grove incorporated as a city largely because residents were indignant that Monterey failed to keep up the roads to Pacific Grove although Grove residents were required to pay a road tax. O. S. Trimmer and Charles K. Tuttle were among the strongest proponents of an inde-

(Cont'd on Page 89)



PHOTOS OF LIGHTHOUSE AVENUE were taken at the turn of the century by C. K. Tuttle, civic leader and owner of first drug store. Pictures were obtained through the courtesy of Tuttle's daughter, Mrs. Winifred Beaumont and the Camera Exchange.

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THIS IS PACIFIC GROVE

(Cont'd. from Page 85)

pendent, incorporated city when the community had but a few hundred souls. Trimmer became the first mayor. Tuttle was a member of the first elected Council.

But it was a good three decades before then, 85 years ago to be exact, that the summer tent encampment of Pacific Grove was set up by the Methodist Church.

Even so the Methodist campers--whose small tent sites imposed Pacific Grove's original small lot size--were not the first residents. Pacific Grove already had a "Chinatown". The little Chinese village consisted of some 20 families who made their living by fishing and later selling abalone shells as curios.

Now, after the inevitable steps of history, all that remains of the Methodist camp ground is the Methodist Church (which is up for sale for $125,000 for its 120 feet of downtown frontage) and something that makes Pacific Grove stand out like a landmark in the cluster of Peninsula communities, something that it hasn't got:

That's liquor.

Pacific Grove is prohibitionist. There are no bars, no liquor stores. What drinking goes on (and some people say there's plenty) goes on strictly within the home, with the wherewithal purchased outside the city limits.

The no liquor provision was included in the lots sold by Methodists for from $20 to $40 each. The people still like it that way. No doubt there are ways and means of circumventing these deed restrictions by legal processes but any effort to do so is promptly squashed. Needless to say, such efforts are few and far between. As late as 1949 Col. William M. Chapman won a write-in campaign for mayor on a platform of "Keep it dry. Keep it a clean and decent place to raise our children."

Yet liquor is easily accessible as bars and stores are just over the city limits. Some of their proprietors say with a happy smile that the bulk of their business comes from Pacific Grove residents.

But the "Grove" has lost one characteristic prominent in its early career: its trees. The original name of "Pacific Grove Retreat" was not without a purpose. The tents, where the early vacationers camped, were under the pines. A book about Pacific Grove is entitled "A Piney Paradise".

It was certainly that. But is not now. Trees came down gradually to make way for business buildings and homes. Carmel was able to save its trees through this same building up process; in fact much of what is now Carmel was originally barren and was planted to pines.

But Pacific Grove was not tree-minded. As the result, the main part of the community is bare. The town's critics (mostly outsiders) say the town is unattractive because of this and uncomfortable because the lack of protection from trees makes it too windy.

Other things on the harsh side critics say is that the town is mediocre; its streets and architecture drab and uninteresting and the population uninspired.

One who takes issue with this view is Abbie Lou Williams, well known Carmel artist.

"I like the 'realness' of Pacific Grove, its honesty and direct simplicity," she says.

"As for the lack of trees, one can make a fetish of trees and I find the wind-swept hills and streets of Pacific Grove refreshing.

"As a painter I love those old white houses and the interplay of white on white when there are several in a row. It creates a translucent light quality that I find very exciting.

"These cottages with their neat little gardens are charming. They are not arty but simple and delightfully naive."

Other persons find the old fashioned Victorian wooden houses with their gingerbread trim interesting and picturesque. These houses are typical of Salinas, Castroville, Monterey, towns in Marin County and others settled by easterners in the latter half of the last century. Their origin seems to be uncertain but was apparently a fashion of the period that spread from the Ohio-Indiana region and farther east.

Certainly Pacific Grove has no municipal buildings to compare with the charm of Monterey's Friendly Plaza, nor an approach like that of Carmel's beautiful and restful Ocean Avenue.

But it has the same superb marine views, and none of the other Peninsula towns have a drive to compare in character to that which meanders along Pacific Grove's waterfront.

Pacific Grove also has--indirectly and precariously--Asilomar, a cluster of attractive buildings among pines and near the dunes that has been used for years as one of northern California's outstanding meeting places for serious-minded conventions. Scientists, world-affairers, educators often gather there. Now Asilomar draws about 50,000 visitors annually to its conventions, and an overflow of these visitors reaches the conveniently-located Pacific Grove motels.

The YWCA, which owns Asilomar (the area of which has recently been annexed by P.G.), wants to sell it, however, and the State declared its willingness to buy it for $350,000 and to keep it as a State Park designed to perpetuate its present function. With the change of administration 18 months ago, the sale fell through. Under the new administration both Assembly and Senate have okayed the purchase but Governor Knight has not yet signed the bill. So Pacific Grove is still vitally concerned that commercial interests may get hold of Asilomar if the State sale doesn't go through, and that Asilomar end up something that it isn't today.

Needless to say the community as a whole benefits from the Asilomar operation, thus its fight to maintain this charming center with its rustic buildings and inspiring views of the sand dunes is understandable.

Like with all the Peninsula communities, suburban fringe areas have built up adjacent to Pacific Grove with the usual resultant problems.

To annex or not to annex is the immediate problem regarding that sprawling new development across the highway, Del Monte Park and its adjacent neighbor Grove Highlands.

Property was and still is cheap in these newly developed areas, and houses have sprung up rapidly. Many persons who pursue the arts and crafts have made homes here, providing a marked contrast to the more conservative conventional citizenry of Pacific Grove proper. Some of these persons are "refugees" from Carmel where prices have become so high that artists, pottery makers and struggling writers have to grub too hard to make a living.

Some prefer to live there because they feel the atmosphere in Carmel, the normal hangout for artists and craftsmen, is arty and artificial. This includes some teachers and those who might be classed as intellectuals.

"Some say Del Monte Park is the way Carmel used to be," Richard Albee, an enthusiastic resident, says.

"It is informal and woodsy. There are all kinds of houses and we aren't slicked up yet. The bigger-and-better boys haven't got in yet fixing us up with curbs and sidewalks."

But, as recently demonstrated, Del Monte Park residents don't wnat to be annexed. They like not being a part of Pacific Grove, feel that restrictions and additional taxes would outweigh advantages.

The city of Pacific Grove, however, would not mind the annexation, especially since it would bring additional revenue into the municipal coffers. They could get liquor tax money then, from the two stores along the Pacific Grove-Monterey highway, without having to compromise the prohibitionist situation of Pacific Grove proper. To annex Del Monte Park would be like having a cake and eating it too, by simply granting non-conforming use permits to the two establishments.

This matter, if and when the time comes that Del Monte Park wants to be annexed, would no doubt come to public vote.

(Much of the above description of Del Monte Park applies as well to the celebrated Huckleberry Hill, a much older and settled area. However, Huckleberry Hill, though separated from Monterey proper by the Presidio, is part of that community although it is closer to Pacific Grove geographically. Huckleberry Hill residents would not be in favor of a change of boundaries.

As things stand now, Del Monte Park offers the cheapest property of any spot on the Peninsula except parts of Seaside. This might be changed with annexation and higher taxes and stricter regulations.

"Real estate values in Monterey and Pacific Grove are about the

(Continued on Page 89)

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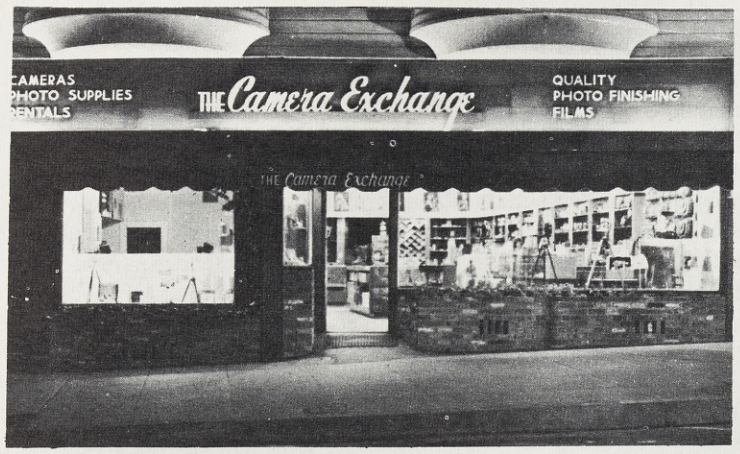

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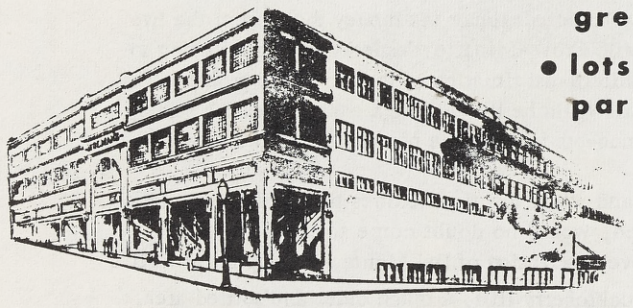

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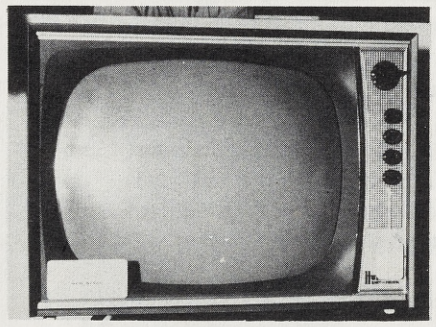

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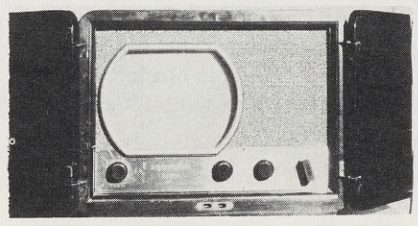

10" Hoffman sold for $249.95

Wed. Dec. 15, '48
Monterey Peninsula Herald

First Television Broadcast Seen On the Peninsula

Just so the historically minded, when thumbing through the Herald 100 years from now, will not be disappointed, we wish to state that the first local television broadcast in history was received last night by Lloyd Day and Don Grafton at their radio shop on Central Avenue in Pacific Grove.

They tuned in a test pattern from station KPIX in San Francisco, which hopes to be operating with programs before Christmas. The pattern had lines across the screen, and the call letters of the station.

"It proves that television can be received in favored locations of Pacific Grove and Monterey," Grafton said. Carmel will probably be good only in spots, since FM reception follows the same pattern.

GRAFTON'S

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THIS IS PACIFIC GROVE

(Continued from page 87)

same but there is quite a drop for Del Monte Park," according to Mrs. Wanda Crowley, Pacific Grove realtor. "We have lots for $800 and $900 there, but it's quite a different story when you get into the towns. Of course, when you get to Carmel everything takes a terrific jump."

As a matter of fact, Pacific Grove is getting crowded to the gills. Waterfront lots are extremely scarce, sell for $7,000 to $8,000. Lots in other parts of the town, of which there are not many either, average around $2,500, sometimes go as low as $1,500, according to Realtor Dinkel. The average house in Pacific Grove sells for around $15,000 for three bedrooms, $12,500 for two bedrooms. This is the same as for most of the Peninsula, except for the upper bracket stuff in Carmel and the lower bracket stuff in Seaside.

Pacific Grove's existence as a town has not been without the usual ups and downs and more than once the town has been a house divided against itself. In fact, its start as a chartered city was under just such circumstances. A group of civic minded folk wanted a charter and another did not. To fight the charter battle, Julia Platt, later mayor and a dynamic character who is a story in herself, formed the Neighbors Club.

Climax of the fight was a last minute trip to Sacramento, where the Lesiglature was in session, on the part of two women Neighbors who presented the charter written out in longhand. The charter was approved on the last day of the session. It has since been re-written and simplified.

The Neighbors Club lies dormant now except when community issues arise in which members feel they must participate. Seven years ago a portion of the 20-acre city park, the last remaining bit of wildwood in the area, threatened to become a permanent trailer court. The City Council felt this portion could be spared to enrich the city treasury. The Neighbors fought the proposal and won.

Pacific Grove is far from a prosperous or wealthy community but it's very much in the black. It is far below the State's legal limit of $1,500,000 for bonded indebtedness, the current obligations being $452,000. Most of this is for a new sewage system.

The tax rate is $1.87-1/2. The 87-1/2 cents is for special funds such as library, museum, recreation, etc., and is well below the legal limit of $2.00.

The city covers an area of 2-1/2 square miles; has an annual rainfall of 17 inches; an average winter temperature of 45-55 degrees with 55-65 in summer. It has three banks and the postal receipts for the period ending November, 1954 were $106,468.85. Building permits for the past year totalled 459 and were valued at $1,074,677.

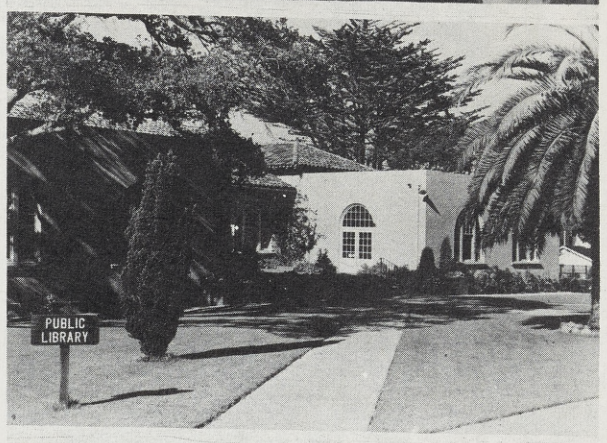
It has 15 auto courts and one trailer court; four nursing homes. Its school district has four outstanding elementary and one high school, managed by Superintendent Thomas R. Turner and his coordinator, John W. Nicholl. In many ways the school district is one of Pacific Grove's outstanding attractions for settlers, and many people who know the area would rather put their children into the Pacific Grove schools than anywhere else. The city also has one parochial school.

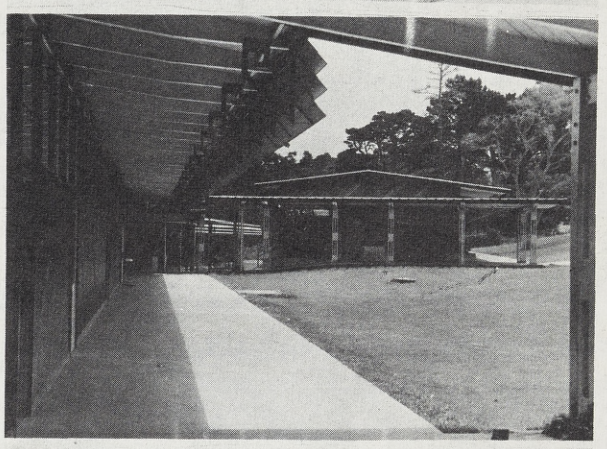
Recently, the city's one big hotel--the Forest Hill--was purchased for a much-needed Peninsula asset and something entirely new around here--a home for retired elderly persons. Thus, one more unit is added to build up the City of Homes.

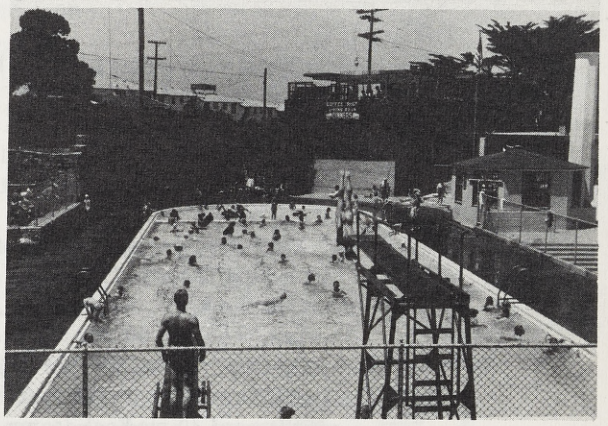
The fact that the city has increased approximately 4,000 persons in the past 10 years--fully half of what it was in 1945--may seem to prove the success of the City of Homes formula.

However, the growth of rural and suburban Carmel and the Salinas area have been equally and more impressive. Seaside has jumped in population, and so has almost every other place this side of the Sierra Nevada. Thus, it may not prove anything at all except that California is quite a State.

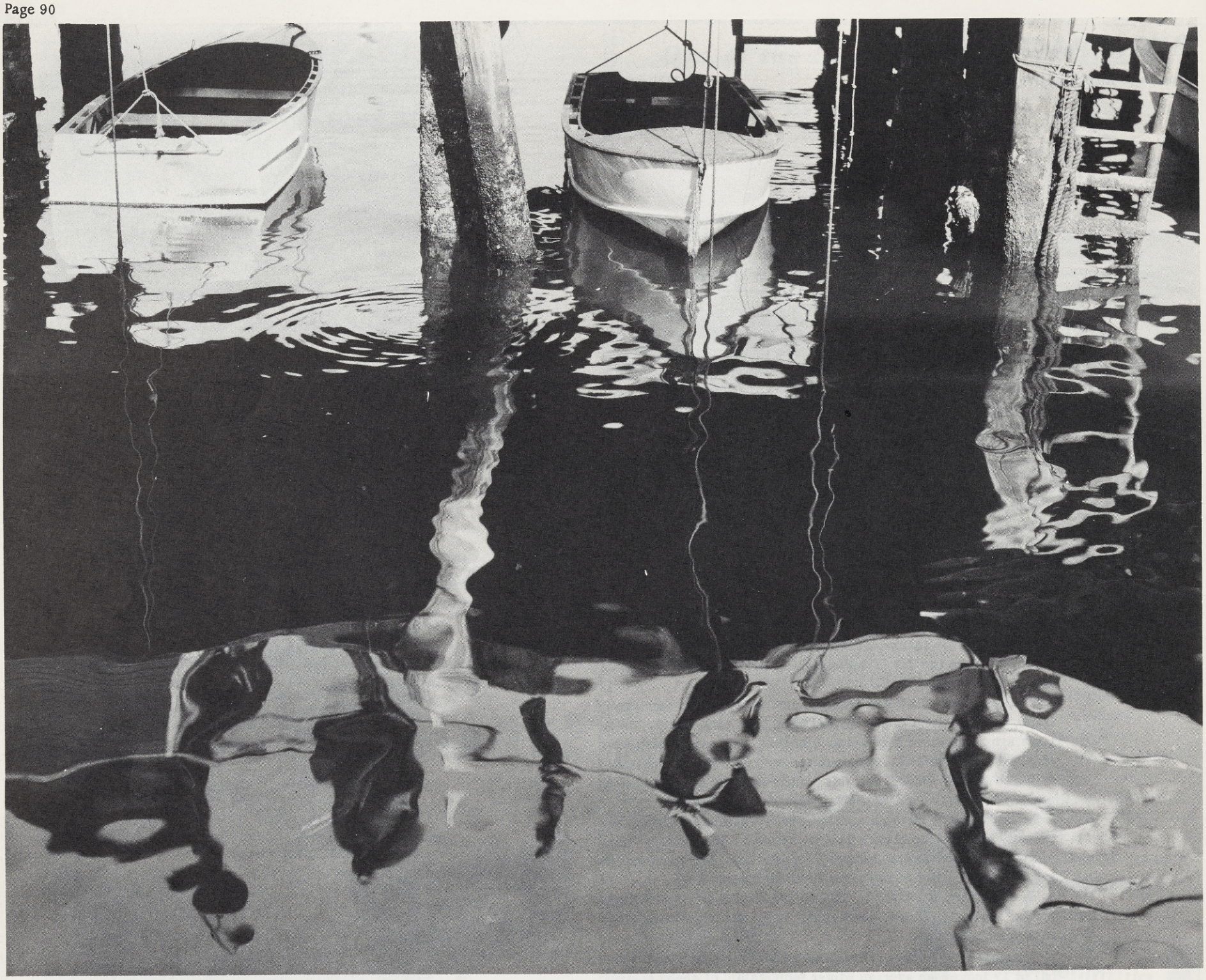
Be that as it may, the people of Pacific Grove are happy with what they have; they laugh at critics from the outside who don't have what they have, and they figure that as long as Pacific Grove is a City of Homes it can rest in inaction when it does not need to act and go into concerted action when the need arises: in other words, it can take care of itself.







PACIFIC GROVE today is viewed in these photos. Top to bottom are: Lighthouse Avenue, Public Library, new, ultra-modern David Avenue School, Post Office Building and Municipal Plunge. City has only public pool on Peninsula.



AT FISHERMAN'S WHARF, Monterey. Photo by Wynn Bullock

THIS IS MONTEREY

(Continued from Page 45)

the fiscal year ending June 30, 1955. This was about $8,000 more than in the previous fiscal year.

It meant a retail sales volume in Monterey of almost $32 million. That's a lot of business, especially when you consider that it does not include groceries, a big budget item for the average American family.

Monterey, largely a town of sales and service, has 9 bakeries, 5 used car dealers, 12 new car sales and service establishments, 16 barber shops, 12 beauty shops, 5 drug stores, 46 motels and auto courts, 9 hotels, 90 restaurants and bars, 6 jewelers, 9 women's apparel shops, 4 motion picture houses, 2 legitimate theaters (see Peninsula Theaters in this and next issue), 13 attorneys, 35 realtors, 17 dentists and 40 medical doctors (that's about one doctor to 525 residents). The biggest taxpayers are the PT&T ($31,058.73 this fiscal year) and the PG&E ($26,515.06).

The city's population is predominantly middle class, the steady income groups of the military and the civilians employed by the military. There is no particular slum problem, not a serious one at any rate for a city of this size, although there are some slummy areas around sections of Adams Street. There are naturally some wealthy people too.

With its leisurely pace of life, its sunny sleepiness and its fine views, it is in fact one of the nicest places on the Peninsula to live. And now that the cannery smells are gone, more and more people are appreciative of this and are building their homes on the hillsides of the city.

The living conditions, combined with the proximity to the city's well-rounded and efficient downtown shopping and service district is increasing Monterey's desirability as a home town. Clean and pleasant residential districts are growing rapidly where once nothing but timber stood.

As a result of its general middle class respectability crime is no particular problem in Monterey, at least as far as local residents are concerned. Out of 181 juvenile delinquents arrested on the Peninsula last year, 42 were from Monterey. The Monterey Peninsula Crime Study Committee under Chairman Zenas L. Potter recently also came up with the statistics that only 35 per cent of the people arrested in Monterey last year were Montereyans, that 32 per cent were military personnel and people from Seaside, the rest from elsewhere (with only 2 per cent from Carmel, incidentally, and 4 per-cent from Pacific Grove). The statistics also show that altogether 431 Montereyans were arrested on the Peninsula last year, many just as drunks, and many of them repeaters, so that the actual "crim-

(Continued on page 92)

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THIS IS MONTEREY

(Continued from Page 90)

inal" element is not really exceptionally large at all.

Monterey's population has undergone many changes over the years.

First, of course, there were the Spanish. They are gone today. The history of the Munras family is an illustration. In her privately printed book, "Where Castilian Roses Bloom", Maria Antonia Field tells how her family home La Granja--now the Casa Munras Hotel--was built in 1824 for her grandparents Esteban and Catalina Munras.

"Built in 1824," she wrote, "by Spanish workmen, it took two years to compltee with its deep solid foundations. As much as Old World architecture could then be copied in California, it was built along the lines of my grandfather's home in Barcelona. It was built of solid adobe bricks; and the rest of the home flanked with four massive buttresses, a most distinguished feature in a private residence... The first story of the home contained 14 large rooms, with wide doors, 12-foot ceilings..."

The Munras family appeared in Spanish heraldry in 1360. Maria Antonia Field's mother's family, through her grandfather, can be traced back to 1275 in an unbroken line. Esteban Munras, distinguished descendent of the Munras family, came to Spanish California near the end of the Spanish era. He tried to help save California for the Spanish crown, refused allegiance to Mexico. In 1820 he was given a 2,200 acre grant by the King of Spain, now the Laguna Seca, where 69-year-old Maria Antonia Field now lives in the Villa Munras with her memories and her family tree after Monterey's commercialization "drove" her out of the city.

Like the Spanish, the Mexicans too have disappeared from the Monterey scene. A few Portuguese fishermen came at the turn of the century and fished for rock cod and other bottom fish. Some of their descendants are still here. Japanese fishermen came for salmon around 1905. The last of their descendants were "relocated" in World War II. When the sardines started coming, the Italians came, and the Italians are still in Monterey and many of them are leaders in the community.

The biggest property owners in Monterey, according to City Clerk Edward C. Walker, are still the T. A. Work interests and the Ed Gross estate.

Work, a legendary figure now in his late 80's, was one of the Scotchmen who made good, in fact made very good, on the Peninsula. Thomas A. Work was born on the Big Island in the Shetland Islands in 1869. He arrived in the United States in 1884. The next year he married Maud Elsie Porter, now deceased. Work, who started at the age of 15 delivering milk around the Peninsula, soon sold wood, opened a feed store, branched out into farming and cattle, finally real estate and banking.

In 1938, he made the following entry on a questionnaire of the Monterey Public Library on his business interests: "Farming, hay, grain and feed. Wood lumber mill. Hardware. Harness. Building materials. Hotels and Business Blocks. Theater Building. Land holding. T. A. Work Corp. First National Bank of Monterey and owner of the building."

Work is now retired, but his family controls a large hunk of downtown Monterey. In 1939 Work "sold" a nominal $500,000 worth of property to the Saucito Company, a co-partnership of his four children, Stuart, T. A. Jr., Frank J. and Miss M. E. Work. His First National Bank and the other banks (like the First National of Pacific Grove and the Bank of Carmel) in which he had interest also control much property on the Peninsula. The First National of Monterey was instrumental in financing much of the development of Monterey, and

SHERMAN'S HEADQUARTERS were on Calle Principal off Pearl Street.

ALVARADO AND FRANKLIN STREETS during the visit of President Mc Kinley in 1901.

(Continued on Page 94)

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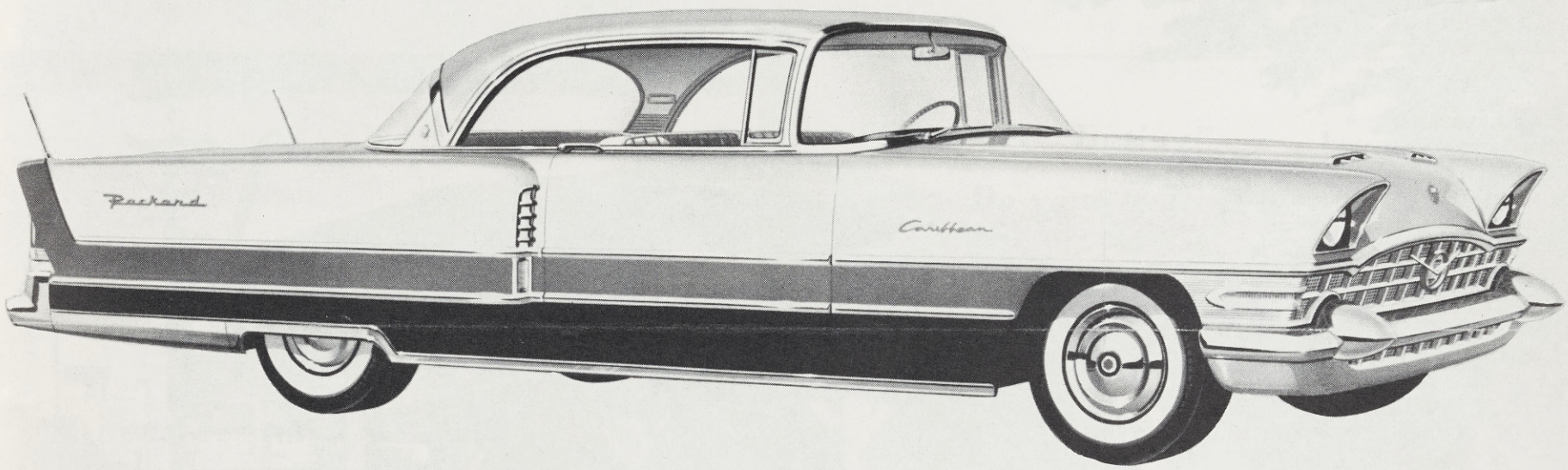

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THIS IS MONTEREY

(Continued from Page 92)

T. A. Work was the kind of banker who believed in men, not their "assets".

Another legendary Scot in Monterey and Monterey Peninsula history was David Jacks who came here in about 1849. Forty years later he owned some 60,000 acres in Monterey County, including about 20,000 right around and in Monterey. The David Jacks estate passed on to daughters Lee, Mary and Veta Jacks of which Mary is the sole survivor.

Scottish also is the Martin family, and, although not hugely rich like the Works or Jacks, very important in the history of Monterey. Martin Sr's father built the Mission Ranch at Carmel in the days when grizzlies still used to come down from the hills to scavenge around the now extinct whalery and abalone drying plant on Point Lobos. With the late William G. Hudson, Carmel Martin Sr. built an influential law firm in Monterey, of which two of his sons are members.

So Monterey, with its mixed population, its varied interest groups, its traditions, its historic sites, its neglected beach, its main street a soldier street, its attempts to become an arts and crafts center aborted by Carmel's competition, its shops and hotels, its healthy city budget, its problems of growth, isn't doing badly at all.

Monterey some day, like the rest of the Peninsula, will be much bigger than most people would be able to visualize today. There is every indication that the Salinas-Moss Landing area will become a new economic focus in California, perhaps some day even to outgrow other centers bogging down today in ill planning and unsfae concentration of vital industries.

The future is still here for Monterey County, and Monterey--probably despite itself--will hug a healthy share.

Royal Presidio Chapel in Monterey
Founded in 1770, present Church completed 1795

CUSTOM HOUSE in Monterey was built by the Mexicans in 1827. It is now a State Historical Monument. -- Photo courtesy Monterey Library

URCHIN WITH MUSCLES

(Continued from page 49)

road from upper Carmel Valley through Piney canyon to the Arroyo Seco, and of the bridge across Arroyo Seco near Greenfield Dam, opening up traffic between Greenfield and King City. Dr. Roberts horse-and-buggied all over this area.)

After Dr. Roberts put through his subdivision, other Seaside property owners, George Phelps and H. R. O'Brien, also subdivided some of their land. Phelps subdivided the area above Fremont, known as Del Monte Heights, and briefly even operated a street car service along Broadway and into Monterey in 1910 to service the few settlers. But 150 to 200 people weren't enough to keep the one-car line going. The service collapsed after a few months. Phelps, a true square shooter who tried to live up to his promises, had lost a small fortune. He recouped some of his losses in 1917 when the rails were dug up and sold to the government at husky prices.

Seaside now had a black-top road (Fremont) running through it. The First World War passed. The Roaring Twenties came, followed by the Depression. But Seaside was not roaring, and it looked depressive even when it should be roaring with its shacks and windblown pastures where, as late as the late 20's, a large area--Fremont to Laguna Grande between Williams and Maple--was still planted to grain.

Like so many areas of the United States, Seaside found its birth in the blood bath of World War II. One sometimes wonders that businessmen haven't turned F. D. R. into a saint: so many would still be poor if he hadn't wangled the U. S. into the war.

Fort Ord did the trick for Seaside. It helped the rest of the Peninsula too, but it pushed Seaside into prominence.

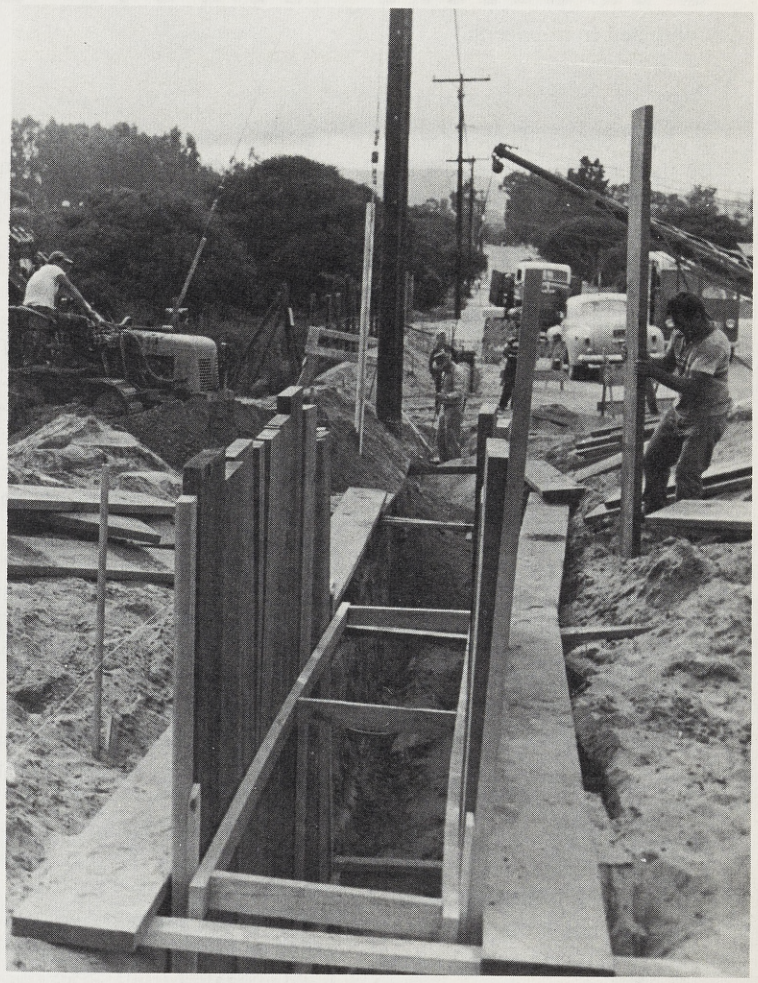
Here, statistically, is what happened since the early 1940's.

In 1940, the U. S. Census did not list Seaside even as a population area. There were maybe around 2,400 people there, including the section which has since been annexed by Monterey, Del Monte Grove. By 1945, the population stood at about 4,500. In 1950, the census pegged the Seaside area at 10,226. Today, it's close to 17,000.

In 1940, about 500 of the Monterey Unified School District's 1,801 pupils came from Seaside. By 1950, about half of the district's 3,948 youngsters were Seaside area children. Now, in 1955, 3,658 out of 6,674 students in the district--well over half--come from Seaside, a jump of 900 new pupils in two years. There are six schools in Seaside, one of them operating almost totally on double sessions.

In 1945, the total assessed valuation of the Seaside area was $2,376,840. In 1955, incorporated Seaside alone showed for an assessed valuation of $9,299,320; the new Del Rey Oaks, incorporated by itself but part of the Seaside picture, for another $2,080,

(Continued on page 96)



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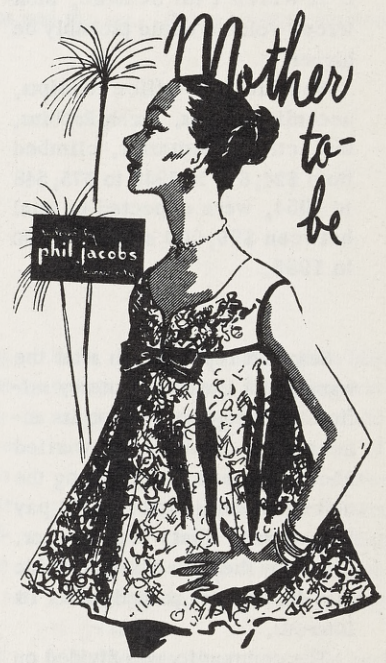

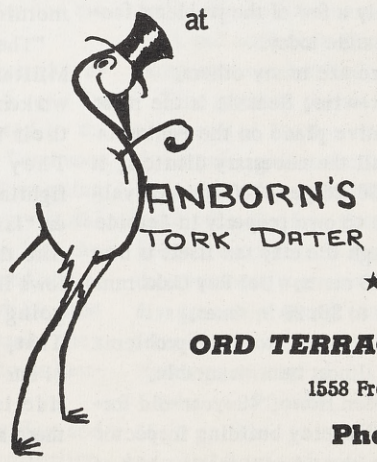

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URCHIN WITH MUSCLES

(Continued from page 95)

830, and Seaside unincorporated for another estimated $4,000,000. That's $15 million compared to Monterey's $27 million, but in 1945 Monterey was worth five times as much as Seaside. If this trend continues, Seaside will be worth twice as much as Monterey in 1965.

The Pacific Gas & Electric Company counted 1842 meters for the Seaside area in 1945. In August, 1952, there were 4090 meters, including Del Rey Oaks, and another 464 in Bay View Park. Today there are 5,887, including those for Del Rey Oaks, Bay View and North Bay View Parks.

According to D. D. Muir, regional manager of the Pacific Telephone and Telegraph Company, there were only around 1,000 phones in Seaside at the end of the war, while now there are around 3,500, including between 400 and 500 business phones. This does not include Fort Ord.

From January through June, 1955, Seaside merchants reported $11,707.18 in half percent sales and use taxes. This, in effect, meant a retail trading volume of $2,341,436. In July, the retail trading volume was $396,141. This is still far behind the multi-million-dollar retail trading volume of Monterey and Carmel, but if it weren't for Seaside, Monterey's volume would probably be higher.

Seaside Post Office receipts, according to Mrs. Sarah Robbins, the acting postmaster, climbed from $24,875 in 1949 to $75,548 in 1954, were expected to total between $90,000 and $100,000 in 1955.

* * *

Seaside's rapid growth after the war did not impress Monterey sufficiently to go to work on its annexation. The city was worried about the costs of supporting the new community until it could pay its own way. That was a big error.

But, by the same token, Seaside also did not look properly after its interests.

The community was divided on the issue of independent incorporation, and it still is today.

The division, based largely on snobbery, has deprived Seaside of two important areas and almost deprived if of a third one.

Del Monte Grove, a "nicer" part of Seaside, went over to Monterey in the late 40's. Del Rey Oaks, some 80 acres of middle class residential subdivisions with only one business, a realty, to help foot its tax bill, incorporated independently two years ago. And Ord Terrace almost tried to go its own way before Seaside's incorporation was passed last year by a narrow margin.

"There are," says bulky, mild-mannered Ed Hawes, an electrical contractor who owns considerable properties in Seaside, "a lot of people who look down on Seaside. Some of these people live in Seaside but they don't even like its name. There was even a movement afoot some time ago to change the name."

It is this anti-Seasideism that's hurting the city today. The Council, some of whose members like George Pollock (who runs the local water company and garbage service) had even campaigned originally against incorporation, does not yet seem to know what it wants.

Council meetings have invariably ended up in verbal slugfests about nothing, lacked procedure, politeness and discipline and have ended up in the community being divided against itself. Only one Councilman, G. T. "Sarge" Cunningham, a retired Army sergeant who rarely spoke up on his own, has so far escaped recall proceedings.

Just exactly what the fights were about, nobody has been able to decide, but they ended up in accusations of sell-outs to gambling syndicates, manifestly nonsense and dismissed as such recently by the grand jury since 10 licensed card-table establishments, legal in Seaside as in many other California cities (like King City), are penny-ante stuff to the big boys even if they should keep open after hours.

The adolescent antics were enough, however, to frighten some of Seaside's businessmen, some of whom are already operating under the handicap that too many businesses of the same kind have come to Seaside too fast.

This division, the political squabbles, the business adjustments are only a few of the problems facing Seaside today.

There are many others.

Tax-wise, Seaside is the most expensive place on the Peninsula with all the necessary districts, it costs $6.25 per $100 assessed valuation to own property in Seaside although the city tax itself is now only 53 cents. Del Rey Oaks runs $5.26 to $6.22 in taxes.

Municipally, too, the problems seem almost insurmountable.

Gordon Howe, 49-year-old former Monterey building inspector who is the administrative hub of everything that happens in Seaside --he is chief building inspector, city clerk, superintendent of public works, chief purchasing agent and frustrated teacher of municipal procedure and politeness to the headstrong novice Seaside politicians--is faced by 47 miles of roads, mostly bad; poor drainage, and large areas of substandard housing for which condemnations are hard to get.

Of the city's current $271,500 budget, $112,414 is set aside for public work, and in this sum there is just enough left over for maintenance work on the city streets. A five-year street program for curbs, gutters and paving is in the planning stage now, but nobody knows yet where the money will come from.

Also in the planning stage is a half million dollar drainage project. Again the question is money. And there is talk about condemning large tracts on Del Monte Heights where lots are too small to build proper houses on. All these plans would require much money, large bond issues.

"The only thing we can do about substandard housing right now," says bespectacled Mr. Howe, "is to enforce the unified building code on new stuff going up." He does not think that left-over substandard housing will be cleaned up before the next 10 years.

The police are also up against it.

Chief John S. Davis, 44-year-old former chief of security of the atomic operations at Portsmouth, O., and later police chief at Palm Springs ("I left because I didn't want to go to work for Samish"), who gets $6,000 a year out of the $77,780 Seaside has appropriated for its 13-man force, has this to say about it:

"We're up against it in several ways. First, we got an unusual traffic problem. Instead of all traffic focusing into a central area in the morning and radiating from it in the afternoon, we have traffic going in both directions, morning and afternoon.

"Then there's a crime problem. Military personnel and itinerant workers at Fort Ord use Seaside as their recreation headquarters. They do a lot of drinking and fighting and we get about a dozen "family trouble" calls a week. Also there are a lot of young fellows in the service who escaped going to jail only by enlisting. That, I think, accounts for most of our burglaries. And then Seaside is a new community, and there are a lot of people who like to test the police to find out just how much they can get away with."

The Seaside police department chalked up 285 arrests from April through August of 1955, issued 1478 traffic citations (not for parking; that's not yet a problem in Seaside). In four months they had 534 reportable offenses on their blotter, including manslaughter, rape, robbery, grand theft, aggravated assault, lewd and lascivious conduct, receiving stolen property and a variety of other tough troubles that the cops in Carmel and Pacific Grove only run into when they read Mickey Spillane.

Surprisingly and luckily, though Seaside has a quarter to a third Negro population and a great many whites talk with a Mason-Dixon drawl, there is no racial problem in Seaside.

It is the problem of mixed neighborhoods, however, that is keeping a good many people from buying homes in Seaside, and the fact that this doesn't stack up to democratic ideals doesn't detract from the harsh reality.

New subdivisions coming into Seaside have safe-guarded themselves as much as possible with deed restrictions, and 143 homes soon to be built around Kimball Avenue in various tracts will be a far cry from Seaside's traditional mixed atmosphere.

Building all over Seaside is proceeding at a remarkable rate. Building permits totaled $242,000 in June 1955, jumped to $341,500 in July. The two months' permits covered 62 new dwellings, far more than in any other part of the Peninsula, four new commercial buildings and 43 alterations. Also a church, which will bring the community's altars to 27.

Most people living in Seaside are renters even today. Because of the large military population, as well as civilians working for the services, there is a great turnover in population, and a resultant lack of interest in civic matters, a handicap also faced by Monterey.

But if it were not for the turn over, it is doubtful that much property would be for sale in Seaside. Most old-timers are hanging on to theirs. As it stands today, two-bedroom homes are available for $7,800 to $12,000 (shacks go for a little less) and lots in subdivided areas sell for $1,500 to $2,000. In the older areas most lots run around $350 to $400.

Del Rey Oaks, which borders both Seaside and Monterey, is almost all built up with homes ranging in price from $11,000 to $14,000, with a $12,000 average. There are a few lots left within that incorporated area which is set up for about 465 homes, 35 acres of park area, a church, and a four-lot business zone. Del Rey Oaks hopes to expand into Del Rey Canyon, but even so it will eventually face the problem of several residential communities of its kind: taxes will have to go up as property values depreciate since there is no business to take up the slack. Eventually, it is quite probable, Del Rey Oaks, will join Seaside.

In Seaside proper, the bigger property owners include Homer Spann, C. C. Briggs, Fred Mitchell, Hawes and George Pollock. Arthur J. Metz, once a large property owner, turned it into a bank account by subdividing Ord Terrace.

A large property owner just outside Seaside is a certain Mrs. Free, who doesn't live on the Peninsula but in Clovis, California. Mrs. Free owns much of the beach land outside the city limits which, unbeknownst to most Peninsulites, is some of the best beach country on Monterey Bay. Mrs. Free would like to sell her holdings to the city for a park. If the city doesn't buy it, it won't be many years before the sand dunes will be studded with private homes.

While an extended beach park is currently a far-off dream, the Seaside Chamber of Commerce is seriously campaigning for developing the Laguna Grande area as a vast playground and amusement park. Like all such projects, it has its polarity: it will either die a squalid death or else some enterpriser will make a mint out of this civic dream.

* * *

By now you've got the general idea:

Seaside is just like it sounds. Aimless, without cohesion, full of growing pains, full of promise, full of uncertainty, devoid of pride except for a few rare civic boosters.

It's such a young, disorganized, uncertain town that even the city clerk and the police chief misspell Mayor Jack Oldemeyer's name.

It's ugly, rough, opportunistic and a little sad. It's a town of shacks, garbage dumps, automobile cemeteries, neon lights, garish posters, fast traffic, dusty streets and a few incongruous contemporary business buildings that look naked in the characterless boom-town landscape.

But it's not uninviting: there are nice homes above it, and fine beaches below.

And above all, there's a future; a near-future, at that.

THE PATIO at Nepenthe overlooks the mountains and the sea. Photo by Brett Weston.

THIS IS BIG SUR

-- continued from page 29

barefoot most of the way, carrying her shoes, then stopped to put on her shoes shortly before arriving at the Pfeiffer homestead. She took them off again on her way back home.

Mrs. Innocenti was well advised in her efforts to avoid bear and mountain lion. Although wildlife is still plentiful in Big Sur and the big cats still roam and kill today, there were many more of them then, and the bear were not just black and brown bear, but the huge and powerful grizzly.

"A lion," Mrs. Pfeiffer wrote, "is rather timid, but very bold when driven by hunger." Grizzlies were bold, hungry or no. And they were powerful: "The bear's method was to slap an animal (beef cattle) on the side and knock it down, the blow being so heavy the ribs were usually crushed inward; then the bear tore open the abdominal cavity and ate the fat off the stomach first, next the brisket was eaten, always the fattest portion consumed first. If dirt was scratched over the kill, the bear expected to return for another meal."

The Pfeiffers lost plenty of cattle that way. For years they tried vainly to cope with the grizzlies. Often they were near giving up. Then someone told them how to get rid of the powerful invaders:

"It was to take the fat from the stomach and intestines of a freshly killed animal, make it into a ball as big as two fists, in the center of which was placed a certain amount of strychnine, the ball of fat to be hung from a branch-oak, preferred because of the outstretching branches and high enough so it was beyond the reach of dogs..."

The oak trunk was smeared generously with fresh fat, and the bear was soon attracted by the odor of the new kill "and soon licked off the fat, still smelling the fat and being hungry it did not take them long to find the hanging ball of fat, and since, while standing upon their hind legs they have a long reach, they got the ball of fat and it was hastily consumed."

And that's how the Pfeiffers and other settlers got rid of grizzlies. None remain today as far as anybody knows.

But nothing was easy in the Big Sur of that day, which is not so long ago, and few things really are easy today for those who live there. Skunks were a menace to the Pfeiffers because of their chickens. One day, Michel Pfeiffer's wife heard a racket out in back and arrived in time to see a skunk menace her fowl.

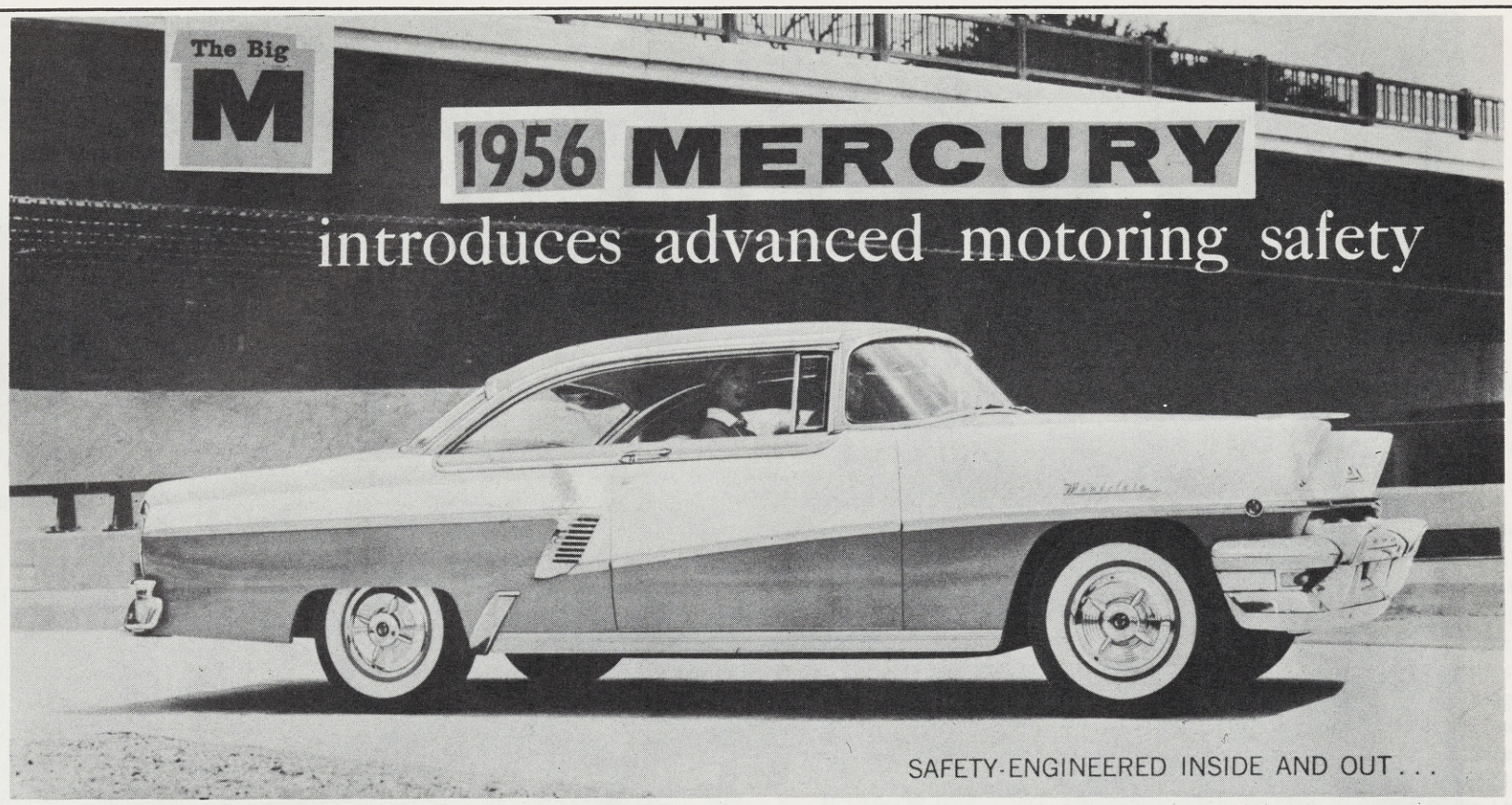
"She grabbed the skunk by the tail, called for the ax and held the skunk against the tree while one of the boys quickly cut its head off. Held in that position it could not throw its scent and so the chickens were saved and no disagreeable odor," wrote Mrs. John Pfeiffer in her succinct, pre-Hemingway prose.

John M. Pfeiffer, who died in 1941 at the age of 79, left his parents' home when he married and settled on a 160-acre tract on the present site of the State Park. The government gave him homestead title. The going was rough for the young Pfeiffer and his wife. They raised most of what they needed; went to Monterey along Captain Cooper's cattle trails and wagon trail that meandered along the coast north of the Big Sur. There was no way to go south.

In Monterey they exchanged butter, eggs, chicken, quail, venison and sometimes livestock for sugar, salt, flower and other needed staples.

Once Pfeiffer and other men were driving hogs from Rancho El Sur to Monterey. Evening came, and a settler along the route invited them to stop and rest and eat of the venison he had hung in the back of the house. "Now driving hogs is about the hungriest work a man can do,

(Continued on page 98)



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MERCURY

THIS IS BIG SUR

(Continued from page 97)

and this was over such rough country and mostly afoot. It was dark when they arrived, a fire was soon made outside, the coffee set to boil, some steaks cut from the hanging meat and broiled over the open fire."

The men found the meat tough and a little strong. But they ate heartily, then bedded down. In the light of the next morning they found they had eaten off the carcass of a mountain lion. The venison hanging next to it was untouched.

Mountain lion were a constant threat. One day John Pfeiffer, out on trail, killed a deer late in the evening, trimmed it and hung it up in a tree, taking out part of the liver for his supper. After eating he put his blanket roll on the ground just at the foot of the tree where the deer was hung.

"He was soon asleep and did not waken until the pigmy owls began to call early in the morning awhile before daybreak. When he let down the deer he was surprised it seemed so light in weight. You can well imagine his surprise to find both hams stripped of all the meat. A lion had climbed the tree and had a good feast while he slept."

One wonders what may have happened to John if he hadn't had a supper ready for the hungry cat. Such was life in the Sur just 50 years ago.

The Pfeiffers were first in the immediate Big Sur area. And their name will live on in the area because John M. Pfeiffer saw to that. In the 30's he sold 760 of his acres to the State for the State Park, donating half of the purchase price that was set at $250,000 on the condition that park would always bear his name.

But south of Big Sur, the first white settler came already in 1874. He was Mr. Partington whose steamer, Ventura, was wrecked south of the Big Sur mouth. He saw the tanoak and the timber and decided to stay.

In the Big Sur, the Castros were the next settlers. They came in '76. And the following year William Bernard Post started homesteading on top of the rise where the highway climbs out of the Big Sur Valley to the south. The Post ranch, most of which is still in the hands of the family, encompassed 1300 acres. The Castro ranch, to the south of it, covered 600, is now partly owned by Chuck Fuller of Carmel. Deetjen's is also on former Castro property.

Post took an Indian wife from Carmel Valley, had the first school and the first post office on his property. His original homestead still stands. It was recently repainted and redecorated, and his grandson, Bill Post (named Joseph William like all Post first-borns) lives in it now with his wife. Bill's sister, Mary, and her mother, Irene, run Post's Sierra Mar a little way up the road from the homestead. Mary is engaged to a young man from Ohio, and it looks like the Big Sur may lose another of its original settlers' descendants.

Of the original large properties only the Rancho El Sur, the Post ranch, the relatively new 1200-acre Boranda tract and the 8,000 acre John Nesbitt ranch to the south of Partington Ridge remain, and half of the Nesbitt ranch was sold last year to two King City cattlemen.

The Posts, and later the Trotters--a family of extremely strong and able men--figured in the ranching, timbering and homesteading years of the Sur.

In 1902, Joseph William Post, father of Bill and son of William Bernard, built Partington Landing so ships could take out the tanbark. The trail to the landing included a 1,000-foot tunnel through rock, and it was used only in that one season. That year, with Sam Trotter bossing a 40-man crew, brought out about 10,000 cords of bark up to five inches thick from the Partington land. It was the heaviest bark with the greatest content of tannic acid ever harvested in California, according to oldtimers.

* * *

The Trotter brothers are Big Sur's most legendary figures, although Jaimie de Angulo, a Castillian Spaniard who let his hair grow long, gives them strong competition. De Angulo lived way on top of Partington Ridge and was possibly the most brilliant man who ever lived in the Big Sur. De Angulo was a physician from Johns Hopkins who did not practice but instead collected Indian lore, was a linguist, ethnologist and anthropologist. He let his hair grow down to his shoulders, would welcome friends one day, chase them off his property the next.

The Trotter brothers are more predictable. They are the largest and strongest men in the country and stories of their feats are incredible. Sam Trotter said that on Saturdays he whipped all his boys "just to keep them in shape."

There is a huge chest in the Log House at Nepenthe that 10 men could not budge. The Trotter boys put it there and then built a log house around it.

Once, when the boys were working for rancher Ralph Newell, Mrs. Newell whipped up a large batch of hot cakes to feed the men. Frank Trotter finished off the entire first batter. Mrs. Newell whipped up another batter which Walter Trotter engulfed. Ralph Newell got the leavings.

Stories like this are born and grow up real easy around the Sur. The country and its people are tailor-made for them.

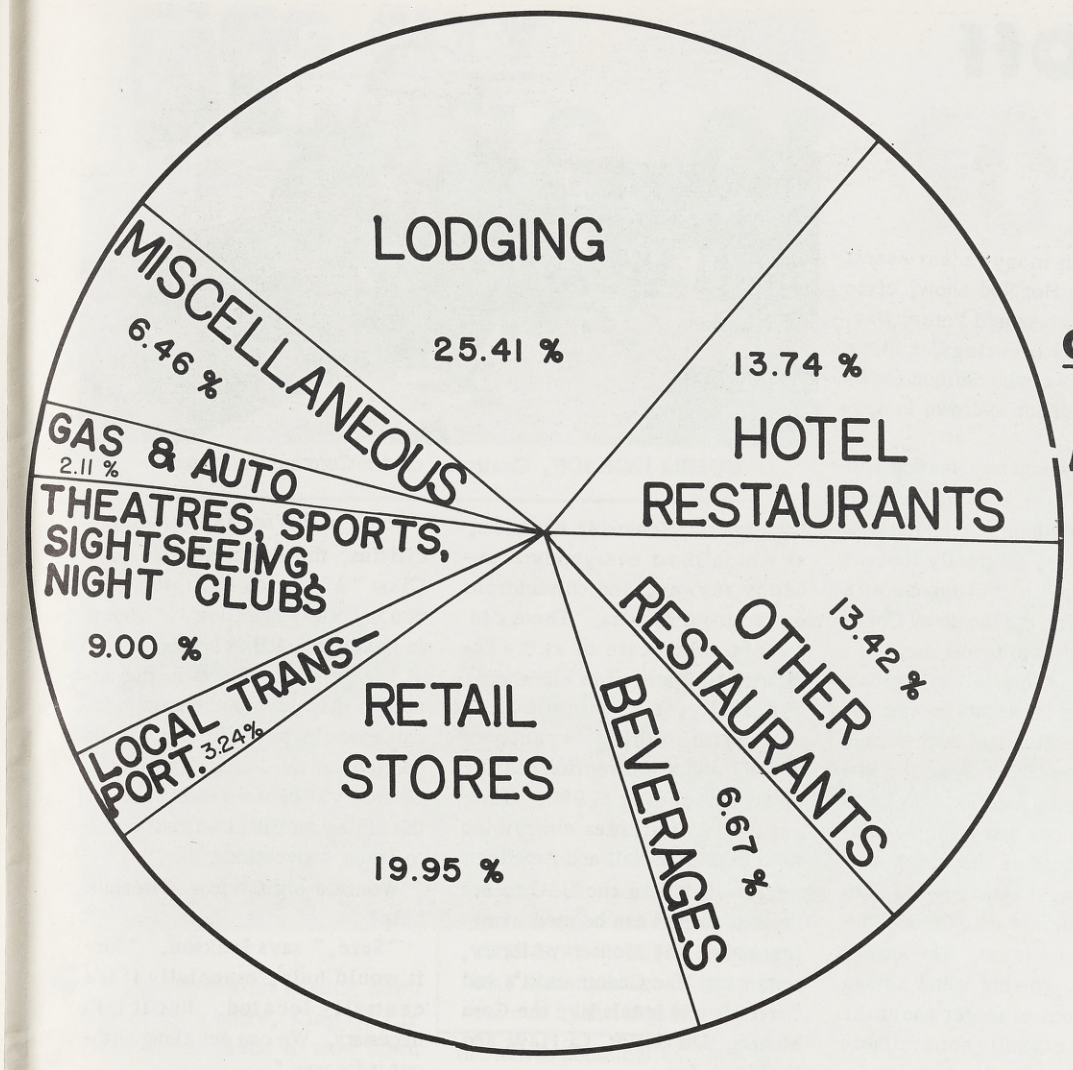
There is the sign on the door of Benny Bufano's studio. It reads: "Back in 30 minutes - Benny." He hasn't been there for four years. Amazingly enough the studio is left open and inside are hundreds of dollars worth of carving tools protected by a sign that says: "He who steals from Benny steals from humanity." Not one tool has ever been touched.

There are stories about the "Hindus", a group of artistically inclined people who started practicing some mysterious religious rites in a Big Sur cottage two years ago, shared wives and swapped them, ran about with long hair and wreaths of roses around.

Big Sur's "upper crust" on Partington Ridge has never participated in such shenanigans

The Partington Ridge people are hard working people, friendly to outsiders but mostly living constructive self-contained lives.

First home on the ridge was that of Nick Roosevelt. He built it in the early 40's, used it at first only for vacations. Then the Rosses came, who started building in 1947, and rapidly the settlement grew.



CONVENTION BUREAU

A LITTLE PROFIT RUBS OFF

Once a dollar is spent in a given area--say the Monterey Peninsula --it has the pleasant tendency to perpetuate itself.

It works something like dominoes, stood on end in a row. You knock over the first one. It knocks over the second one, and so on down the line.

Thus, one dollar spent causes a second to be spent, and a third ...economists figure one dollar is worth up to twenty in a given area's trade. And a little profit rubs off every place it goes.

Corum Jackson, ruddy-faced knob-nosed Peninsula booster and mover extraordinary, is more conservative than economists. He figures a dollar will turn over 10 times on the Peninsula before it dribbles away over the horizon.

He uses this conservative figure to show the amazing and ever-increasing value of the Monterey Peninsula Convention Bureau to the area.

Averaging a delegate's daily expense at $25 and figuring an average stay of three days for a total of $75 spent on the Peninsula, here are the comparative estimates for 1953, 1954, and this year:

In 1953, the year before the Convention Bureau was established, 4,000 convention visitors spent $300,000 here, causing $3 million to circulate.

In 1954, first year of the Convention Bureau, 20,000 delegates (and wives) spent $1,500,000 for an economic merry-go-round of $15 million.

This year, with an estimated 30,000 visitors, $2,250,000 or thereabouts will be funneled into the local economy by delegates, for a circulation of over $22 million.

Cost?

About $1 per delegate.

All of which figures up to a $20 million gross increase of business at the expense of $30,000. Not bad.

These figures have been enough to sell almost everybody on the Peninsula on the value and necessity of this new and efficient organization.

Not so, however, in Carmel as in the other communities.

Jackson, who fathered the Convention Bureau and is now its chairman, is not dismayed by Carmel's reluctance to join this new promotion despite the fact that it profits considerably by its results.

Says Jackson:

"That's Carmel for you. We never expected anything else. Carmel says it doesn't want visitors. Why should they? They've been getting plenty of visitors by saying they didn't want them ever since Perry Newberry suggested a fence. The adverse publicity is working fine--so why change it?"

But that's tongue-in-cheek talk to some extent. Jackson admits that many Carmel merchants are interested, and he knows that his methods of producing results without first asking for subsidization will eventually pay off in Carmel.

While the City of Carmel has shown no cognizance--officially--of the Convention Bureau (Jackson says he didn't even "bother" to ask for municipal financial support from the village), there are already indications that many Carmel business people are discovering the value of the convention organization.

Elsewhere, almost all merchants and hotel keepers and motel keepers are enthusiastic. This year they are contributing half of an anticipated $30,000 budget with the other half matched happily by the City of Monterey (20 per cent of the total) and Monterey County (30 per cent). Even the City of Pacific Grove is kicking $500 in the convention kitty.

With this money, the Convention Bureau, which is part of the Monterey Peninsula Chamber of Commerce, goes about its business in a highly unusual and very successful way.

Instead of splurging lots of overhead on a high-priced glad-hander to go scooting all over the map and selling the Peninsula, the bureau lets local people do the selling on their own, then uses its money to give reputation-building service.

"We convince the local people," says Jackson, "that if they'll get a convention to come here, some organization they belong to or are interested in, we'll service it soup to nuts. We convince them that they won't have to spend any money or waste any time on the convention--that we'll do it all for them."

And then the $1 per delegate goes to work. First it pays the $3,400 annual salary of Mrs. Helen Hoxie, the executive director, who takes registrations, types, seals and sends invitational letters, answers questions and performs the countless chores necessary for smooth organization.

The bureau reserves rooms for delegates, provides meeting rooms free of charge, handles registrations, provides programs and badges, arranges transportation; in other words, it takes care of the whole administrative rigmarole.

Jackson is happy with the result of all that hard work.

"It took," he says, "a while to get rolling. But now we've developed it. Now we're in business. It's mushrooming. It's gotten around that we can handle conventions, and they're now coming on their own.

"We feel sure now that within the next seven to ten years the Monterey Peninsula will have become the most popular convention spot in California.

"Conservatively speaking, the convention business some day will be worth $12 to $15 million a year." (Or about $120 to $150 million in circulating money).

The pull of the Monterey Peninsula on conventions is already being felt in the San Francisco area. In a recent get-together with convention and chamber people, Robert Johnson, manager of the Peninsula Chamber of Commerce, was told that the Peninsula's gain has been San Francisco and Santa Rosa's loss.

"It stands to reason," says Johnson, "people--especially from Central California--would rather come here than go up to the city."

It appears that in addition to excellent servicing, the Peninsula holds two fine attractions for conventioneers: the men can play on the famous golf courses without worrying about their women. These are well taken care of, strolling about Carmel.

"We take them around sightseeing," says Jackson. "We take them to Pebble Beach and the Mission, and then we dump them in Carmel. And the ladies are happy."

Thus the convention bureau sells the Peninsula in various ways. Some conventions, like the National Independent Tire Dealers, come because local people, like Tinsley C. Fry, go to them and sell them. Others, like the State Firemen, come when they are assured the bureau will take care of the bulk of the necessary routine stuff.

And most importantly, conventions come because they have been sold by word of mouth by organizations who have come to the Peninsula and liked it. Naturally,

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A Little Profit Rubs Off

CORUM JACKSON, Chairman of the Convention Bureau

(Continued from Page 99)

the Peninsula sells itself.

This happens quite frequently now, people who have been here persuading other organizations they belong to to come here.

"We've yet to hear of somebody," says Jackson, "who left here unsatisfied and unhappy."

Recognition of happiness and satisfaction as reputation builders have channeled the bureau's energies to seek small to medium-size conventions rather than huge ones. Facilities for giant conventions are not available, and the bureau would rather not have them at all than have them leave here dissatisfied.

The biggest convention here so far has been the State Kiwanis Conference in January 1954. This brought 1,800 visitors to the Peninsula. But most gatherings bring about 250 visitors, delegates and wives included.

Conventions brought here by the bureau have included such diversified organizations as the California Motel Association (200), the Western Fairs Association (500), Supervisors and County Engineers (1,200), California Historical Society (300), State Veterinary Medical Association (520), Western Federation of Butchers (250), the Serra Clubs (500), O.K. Rubber Welders (180) and the Rotary District Conference, scheduled for next March, with 700.

An indication of the Peninsula's success as a convention spot is the fact that conventions are showing a higher attendance for their meetings here than elsewhere. And motel people constantly remark how many convention visitors they see later coming back as tourists with their families. All of this adds up.

Connected with the Convention Bureau today is the Special Events Committee, with Frank Adams as chairman. This committee, successor to an independent committee outside the chamber that died on the vine, has been successful with many recent events such as the Hot Rod Show, civic activities on Armed Forces Day, Skin Divers meetings, and the rejuvenation of the Salmon Derby which was about to drown in apathy.

Jackson, whose imagination and initiative have spawned a good number of Peninsula civic and business projects, originally thought of the Convention Bureau as a way of putting the Monterey County Fair Grounds to proper use.

The Exhibition Hall at the Fair Grounds could seat 900 people. A $40,000 kitchen had been added to feed about 850. Now the kitchen had to be paid for. So Jackson figured out that bringing conventions would do the trick.

People might wonder how a 900-seat hall can take care of an 1800-delegate convention. The answer lies in the growing trend among organizations to forget about the capacity is naturally not available all the time. As for sleeping facilities, the Peninsula has 1400 Class "A" rooms in motels and 510 in hotels, 325 Class "B" rooms in motels and 400 in hotels.

big organization-wide banquets, at which most everybody is unhappy anyway, and concentrate on sectional dinners. These can well be taken care of at the Exhibition Hall as well as elsewhere.

Actually, the Peninsula has a convention dining capacity of 3,850, and a convention seating of an astounding 8,099. This, naturally, includes everything from Exhibition Hall and American Legion Hall and the USO to the theaters (which can be used mornings only), the Monterey Library, restaurants like Cademartori's and Cerrito's and hotels like the Casa Munras, San Carlos, La Playa and Highlands Inn.

Much of this seating and dining

The general opinion in the bureau is that sleeping accommodations would be sufficient, if all portions of the Peninsula and the Carmel Valley were used, but not the dining facilities when it came to larger conventions.

Would a big Civic Auditorium help?

"Sure," says Jackson. "Sure it would help, especially if it's centrally located. But it isn't necessary. We can get along without it for now."

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KING CITY

KING OF SOMOCO

THIS IS KING CITY to motorists driving south on US-101. But behind this main street lies a community different from most. Natives call it the capital of SoMoCo -- Southern Monterey County.

To the motorist gassing down US-101 in a hurry, King City is just another place to slow down and watch out for cops and pedestrians. It's just another main street-looking main street, and maybe a place to stop for a cup of coffee, an oil change, or a night's rest.

But linger a little longer, get off the highway, talk to a few folks, and King City's individuality takes shape. To those who care about such things, it's a town more interesting than most.

You can feel its atmosphere when you get away from Broadway as the main street is called, get away from the same signs, same gas stations, same store fronts, the movie house called "Reel Joy" and the same-looking banks; when you drive out past the clean and neat homes, with front porches and front lawns; when you go out of town on one of the county roads that wheel-spoke out to ranches and small farm communities all around, and you stop the car on a rise from where you can still see the town, then you can feel King City:

You feel it in the country that stretches green and wide with brown cattle grazing, in the gold-brown acres with irrigation ditches through them, in the wind that hums through the power lines by the road, in the far-off, melancholy hooting of a train.

King City, 43 miles south of Salinas and 60-some miles from the Peninsula, is a town that feels like Kansas, Nebraska, Texas and California all wrapped into one, and it isn't the town that matters so much in this as the country around it whence it sprang.

Southern Monterey County is cattle country, grain country, farm country, orchard country, oil country. King City is its heart, The Salinas River is its main artery. And water is its life's blood. With water, King City will grow. Without water, it would slowly die.

So when it rains in King City the smiles come out.

The grocer smiles. The clothier smiles. The car dealer smiles. Everybody smiles up and down main street. On the strength of dripping skies somebody goes shopping for a new car, a new ice box, a new suit.

Rain, in King City, is like money in the bank.

But it wasn't always that way. Therein lies the tale of King City. It was authored by the late F. G. Vivian, founder of The Rustler--now The Rustler-Herald--who plugged away at the importance of irrigation, starting with the very first issues of his country weekly in 1901, and was thus instrumental in making King City what it is today.

* * *

Cattle came first.

They came in 1770, brought by the padres from Mexico. Soon uncounted thousands of these fleet-footed, rangy Mexican animals--which later evolved into the longhorns--roamed the bunch grass lands of southern Monterey County. They were valued then at $2 to $3 a head, and were slaughtered in the early days not for meat but for hide and tallow. Herefords were not introduced until 1905.

One of the big cattle ranches of the area was Rancho San Lorenzo on whose western edge King City is now located. King City had its beginning, and got its name, with the purchase of the 13,000-acre stock ranch in 1884 by Charles H. King Sr., millionaire lumberman who came down from northern California. King bought it for $105,000. He immediately took a chance, had 6,000 acres of his new property plowed and planted to wheat.

The project was amazingly successful. King immediately leased tracts of land to other wheat farmers. King built a railroad to his ranch. It was completed in 1886. The station was called King's. King City's history dates from that time. By 1901, King City had about 150 inhabitants, and did not look like it would grow much more.

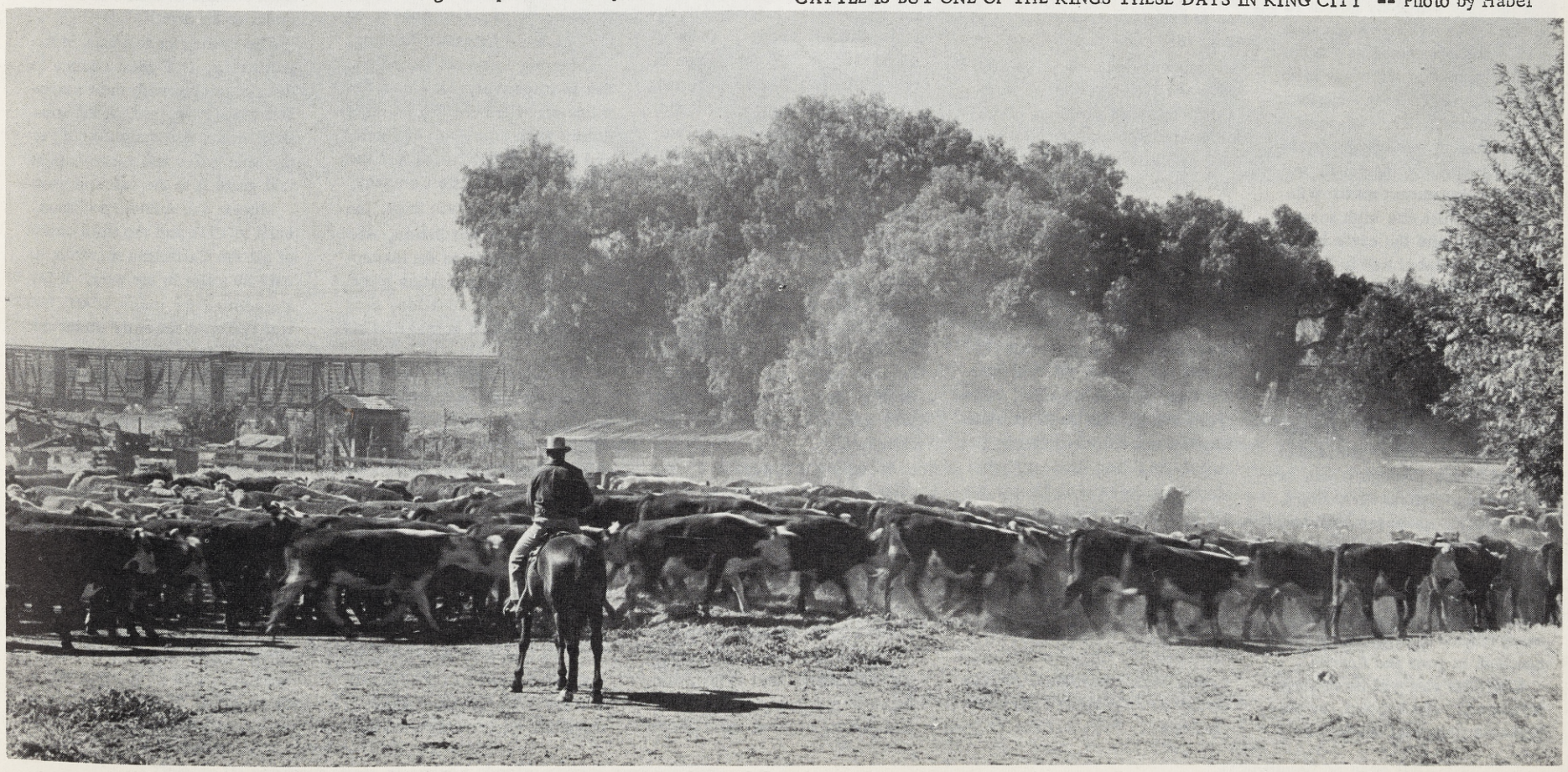
With the land devoted to grazing and dry farming--wheat, barley and other grains, there was livelihood for but a few, wealth for even fewer. But Publisher Vivian knew that the community would grow if some of the land were irrigated and could thus be used economically by smaller farmers.

It took constant hammering away to make the people of the Salinas Valley irrigation-conscious. Vivian and others finally succeeded.

Irrigation farming became wide-

(Cont'd on next page)

CATTLE IS BUT ONE OF THE KINGS THESE DAYS IN KING CITY -- Photo by Habel



MAN FROM OKLAHOMA, Joe Draper, is cattle-wise foreman of Markham Ranch near King City.

KING CITY

spread in the 1920's, and with it came opportunity, and with opportunity--as Vivian had foreseen--came population and economic growth, and over the years King City grew to 1,768 in 1940, 2,263 in 1945, 2,338 in 1950, and now has an official population figure of 2,575 with unofficial estimates ranging right up to 3,500. Both of these figures, however, are misleading since King City is the trading center for an area of some 8,000 population stretching from the southern County line to about half-way between Gonzales and Soledad to the north and including numerous tributary valleys and even parts of southern Benito County.

King City was lucky in that its growth kept a sane and steady pace with available resources. It has been a prosperous and happy town all along. Unlike most American communities, it even weathered the depression without any established businesses going broke, and when the government started WPA projects--like the high school auditorium and the civic swimming pool--labor had to be imported; there were not enough unemployed to be found in and around town to do the work.

Irrigation also points the way to the future. Today, lands are irrigated by farmers drilling individual wells to tap the "upside-down river", the subterranean gravel strata through which an underground Salinas River flows. Tomorrow, as water resources are more and more exploited in the Salinas Valley, if and when Nacimiento Dam is built and other projects follow, there is every chance that King City will continue to grow and flourish.

King City also will be strongly influenced, and boosted, by the probable industrial development of the Moss Landing area.

* * *

King City itself covers only an area of one square mile. Included in its area are a few small irrigation farmers, some of whom get their water like the rest of the city gets its water: the PG&E pumps it out of the river and meters it out. Most of the residents get their living from service industries and merchandising.

The city is assessed at $3,500,000, according to City Clerk Bill Cavalli. It has a tax rate of $1. It also has a one per cent sales tax, and it is this sales tax that gives a clue to King City's economic importance. Records show that 1954 taxable net sales, not including groceries, were $4,035,990, and 1953 was even better by a little over half a million. Compare this to Carmel's retail volume of about 8 million in 1953--less than twice that of King City despite Carmel's many tourists and a much greater population in its trading area.

King City has a J. C. Penney Co. outlet; a Sprouse Reitz branch; Freeman's Inc., a fine clothing store; Keefer's, a top-notch restaurant; two banks, the American Trust and Bank of America, with combined deposits for the two estimated somewhere between 10 and 20 million dollars (being branch banks deposit figures are not available). Their assets have quadrupled since 1940, according to bank officials.

King City has also several motels, cattle broker offices, lots of gas stations, a couple of hotels, a hard-working Chamber of Commerce, three card-rooms, several taverns and a couple of army surplus stores. The Pacific Telephone and Telegraph Company lists 1,527 telephones on its King City exchange, but these include phones in some outlying areas, including Peach Tree, Metz, Bitterwater and Priest Valley.

King City's involvement in southern County affairs can be judged from the area-wide circulation and political influence of its weekly newspaper, and from the working day of such men as Chris Bengard, real estate and insurance man, who often drives 80 miles a day and figures his customers are scattered over an 1800 square mile area.

King City is also the cultural center of the area, and there is always something going on: Community concerts, lodge meetings, club-sponsored lectures. There is no poverty. The population is predominantly middle class and apparently well content. "All the people I know," says Farmer Paul Anthony, "are pretty happy with the situation." Everybody else says the same thing.

There is, at present, no indication of racial tension in King City. Most permanent residents of Mexican extraction are what King citizens call "paisanos", namely old-time residents whose families date back to Monterey County's Spanish heritage. Mexican farm labor is imported only seasonally.

According to residents, the reports of a "juvenile race riot" in connection with the murder of a 16-year-old King City boy in the late summer of 1953 were just "yellow journalism". What it amounted to, they say, was that it was a battle between gangs (ins and outs, actually, those attending high school and those working) with Mexicans and Caucasians represented on both sides of the battle line.

Nor does King City currently have any crime problems. Its police blotter is one of the cleanest in the state. This is quite a change from King City's youth when there were 10 houses in town to 17 saloons and shootings were the order of the day.

* * *

With irrigation, King City's farming is extremely diversified. The row crops of the area include pink beans, lima beans, carrots, onions, spinach, sugar beets, broccoli, alfala, and--very importantly these days--tomatoes.

One of the biggest tomato men is Ernie Meyer who also operates the Queen's Motel, one of King City's larger auto courts. Meyer started the now popular procedure of picking his tomatoes green so that he could have three crops instead of two.

Several thousand acres are in tomatoes around King City every year, and last year's tomato crop was worth $370,000.

An even bigger business is done in carrots. Maggio-Martori Co., which shipped its first carrots only two years ago, is now a million-dollar carrot and lettuce packing industry with a weekly payroll of $11,425 and a crew of 400 at the peak of the season.

Many of the smaller growers in the King City area are tenant farmers who lease land from Spreckles Sugar, the California Land Company and other big outfits.

There is also plenty of orchard land in the area, with the California Orchard Company the largest grower of apricots and walnuts.

* * *

But the biggest individual businesses are still the cattle ranches. King of the King City cattlemen is George Mee who has 30,000 acres around Peach Tree which is about 10 miles south of King City. Mee usually runs 4,000 to 5,000 head, also does some dry and some irrigation farming.

Other big cattle outfits include the Montgomery Ranch, a few miles out of the city on the Metz Road, with some 40,000 acres and about 4,000 head; and the Pacific Valley Cattle Company, a partnership of Irvin Bray, Jan Martinus and Chet Behen, who lease 125,000 acres in the Hunter-Liggett military reservation to run their stock. In addition, Bray has a good-sized acreage of his own.

The Doud family, which includes Jim Doud of Carmel, also has cattle land nearby, and Walter Markham of Salinas, whose diversified interests spread from California into Texas and Mexico, has two ranches near King City. There are also the Rail Cattle Co., the Reynolds Land and Cattle Co., the Tannehill Cattle Co. and the W. C. Eade ranches, all sizable stock ranches.

Cattleman Mee says the main problem faced by King City beef breeders is the "problem to destroy the fallacy that eastern-fed beef is better than that raised on the western ranges and fed out in our lots."

Ranches appear to be generally cutting back on their herds right now, and, although the majority insist that business is good, one of the foremen said:

"Beef is 75 per cent parity now. You can figure out the rest yourself. All I can tell you is that all I hear right now is economy."

Be that as it may, few places look more prosperous than King City. It's a town where there are certainly more Cadillacs, Oldsmobiles, Lincolns and Buicks than Fords and Chevrolets.

Just consider real estate values.

Pasture land now brings $25 to $35 an acre, compared to $8 to $20 before World War II. Dry land is worth $100, about twice that of the depression years. Irrigated acreages are worth $500 to $1,100 an acre and top-quality land, which is not for sale at all right now, would bring $1,200 an acre and up. In the old days, irrigated land was worth $500 an acre top, usually about $350.

The latest economic boost to the King City area is oil.

There are oil wells near Bradley and San Ardo to the south, and Bitterwater about 10 miles to the northeast. San Ardo now has 350 producing wells; 29,000 barrels are shipped daily through the pipe line. Bitterwater has four wells. The lucky ranchers on whose property oil was struck include Walter Rosenburg, Michel Orradre, Paul Aurignac and John Ferrini. A daily royalty of $400 is not unusual.

* * *

Every year, in May, King City shows off the prowess of southern Monterey County at the Salinas Valley Fair. For three days, through exhibits, livestock shows and a junior stampede, the fair gives visitors a concentrated insight into the activities and economics of the area.

The event, for residents of the Peninsula, is a good chance to get acquainted with their neighbors to the south, and, at the same time to do some sightseeing in the wide valley and the mountains that guard it to the east and west.

Mission San Antonio de Padua, built in 1771 and the third oldest of all the California missions, is only 20 miles to the west. It lay abandoned for many years, but was restored recently under the supervision of Harry Downey of Carmel Mission fame, and is now used by Franciscan friars.

And in the mountains on the other side of the valley, directly accessible by way of the road that leads from King City to Hollister, is the Pinnacle National Monument, one of the State's truly impressive sights.

So here you have the flavor of old Mexico, the ruggedness of back country, cattle estates, land blossoming with irrigation, the sudden wealth of spurting oil, a slice of all that is romantic in California history.

THIS IS CARMEL

...continued from page 18

WYNN BULLOCK's close-up of the Pacific from Point Lobos rocks.

tion of Lee Crowe and Charles Thomas have achieved thespian competence beyond the range of most amateur theaters, and it is doubtful that local theater was ever better than it is at the Golden Bough today. Other amateur groups, occasionally springing up in the village, are a different story. Most flop immediately. A notable exception is the Forest Theater Workshop, a group but a few months old, that is trying not commercial but experimental theater and may turn out to be a good school for amateur actors in this area.

Outsiders, possessed of experienced critical discrimination, are occasionally appalled at what sometimes passes for art or theater in Carmel, a community of no mean cultural pretension where they expect to find consistently professional standards. Fact of the matter is that Carmel, though blessed with much talent, is also cursed with much mediocrity.

This mediocrity is encouraged by Carmel's peculiar capacity for transcending the big fish in the little pond routine. It has the trick mirror talent of making a tadpole appear a whale, and, as a result failures from elsewhere, not just the little stuff, sometimes succeed in somehow cornering big local reputations.

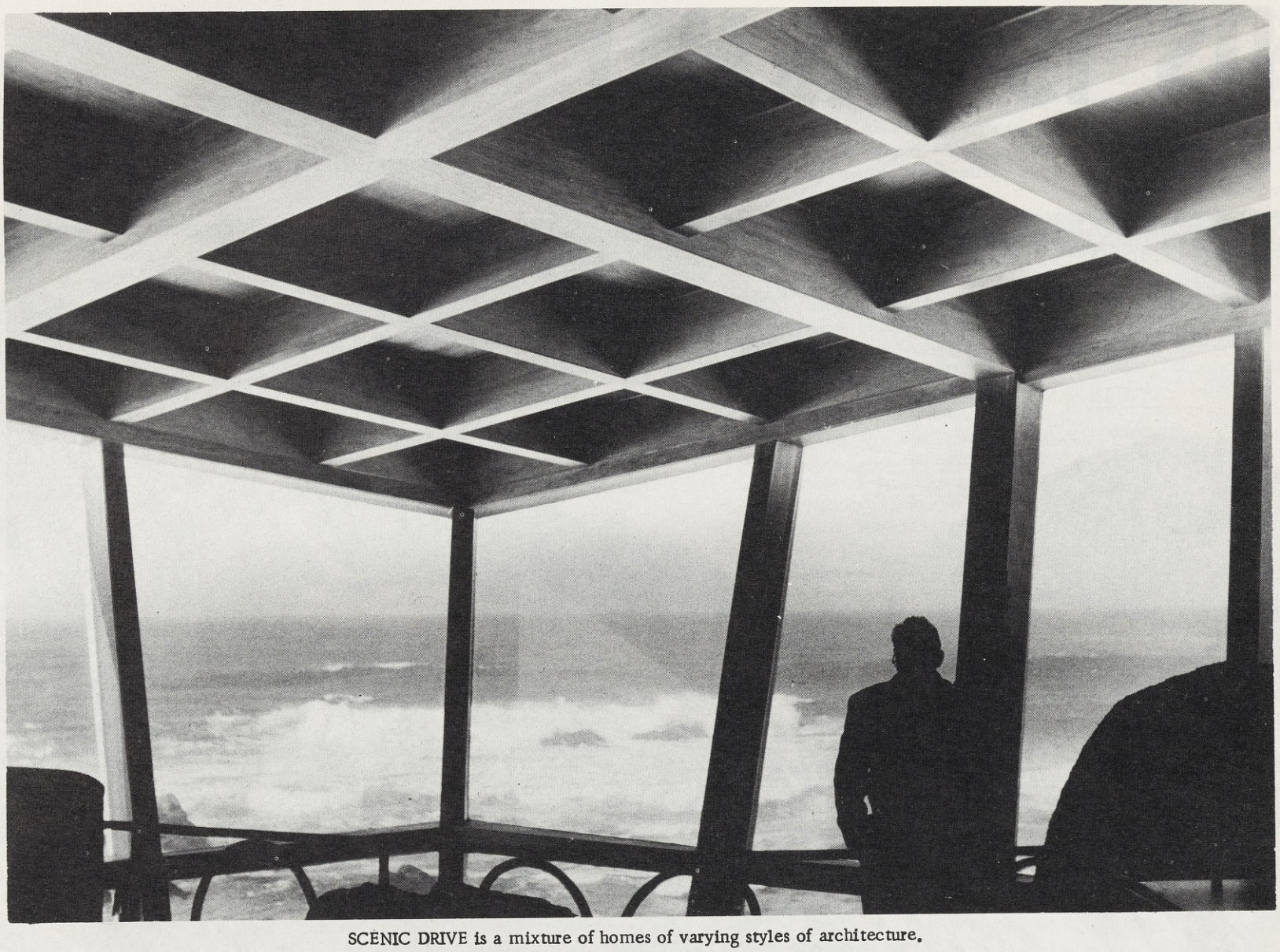
Despite its generous quota of artistic phonies and/or mediocrities, however, Carmel may boast without fear of contradiction that it has more successful creative talent per square foot than any other small town in the country.

Carmel and its immediate environs are the home of Poet Robinson Jeffers, Painters Patricia Cunningham, Leslie Emery, Armin Hansen, Linford Donovan; Sculptor Clancy Bates; Cartoonists Eldon Dedini, Bill O'Malley, Vaughn Shoemaker, Hank Ketcham, Jimmy Hatlo; Authors Ernest K. Gann, Howard Rigsby; Photographers Edward and Brett Weston; Architects Jon Konigshofer and Mark Mills, and many other nationally known "names" in the arts and crafts. Bing Crosby and Greer Garson have homes on Pebble Beach, spend part of the year on the Peninsula, are often seen on the streets of Carmel.

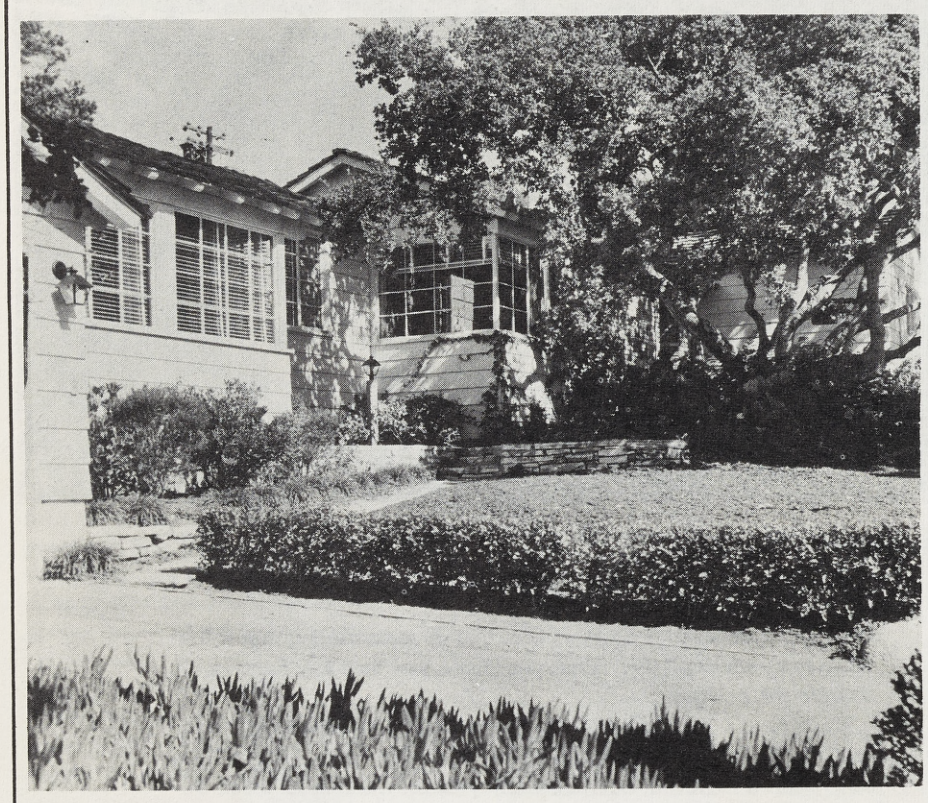
In addition to the accomplished, of course, Carmel teems with young talent in the arts. But there is little future for the promising youngsters here. Many of them--the weaker--are condemned to squander their talents on the temptress of artistic conversation. They stay, and eventually become Carmel characters.

The stronger often leave after a period of disillusioning apprenticeship. They find that, at this time at least, Carmel is a fine

(Continued on page 106)



SCENIC DRIVE is a mixture of homes of varying styles of architecture.
One of the newest and ultra modern in the Johnson house.



This charming Carmel cottage, beautifully furnished. Complete with linens, silver, etc. For Discriminating home lovers with a minimum of work. Corner lot and beautiful view. In the heart of Carmel. Short walk to beach.

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THIS IS CARMEL

(Continued from Page 103)

place for the already successful, but a place that's almost impossible to become successful in.

It would not take much to make Carmel a true art center. An annual art festival, open to outsiders as well as local artists, might do the trick, offering as it would to the young an opportunity to vend their products on a free market place of taste that would attract art lovers from all over the nation.

* * *

The presence of the famed is, to some extent, one of the tourist attractions Carmel has to offer in addition to quaint cottages, specialty shops and a cypress-studded water front.

Carmel people manage to act quite blase about their celebrities, including visiting movie stars, but take every opportunity to point out people in the limelight to visiting firemen.

Carmel frowns on the tourist, yet makes a good share of its living from him. Some store owners admit that 50 per cent or more of their sales are to visitors, and if that is the case, it is also an economic fact that without tourist money coming in many of their other sales--to local people--could not take place.

It is not easy to be a shopkeeper in Carmel. To cater to the tourist a merchant feels he has to carry unique merchandise. As long as there are only a few shops, that's fine, but with as many shops as exist in Carmel today, many merchants find competitors carrying the very same merchandise they thought they purchased as unique.

The competition in some fields is terrific as indicated by the number of business licenses listed by Larry Rose, Carmel's new, young and energetic tax and license collector.

There are 47 apparel shops, 33 gift shops, 28 arts and crafts establishments that do retail selling. There are 46 hotels, inns and lodges; 30 restaurants.

There are also 14 businesses handling horticultural supplies and services; seven shops selling jewelry, silver and clocks; six shops selling sporting goods, pets and toys. (There is, incidentally, also one fortune teller.)

Shopkeepers complain today that the tourist is not spending as much as he used to. Some say that the average tourist, in the late 40's, spent around $8 each sale and that today the average tourist only buys 85 cents worth.

CHURCH OF THE WAYFARER

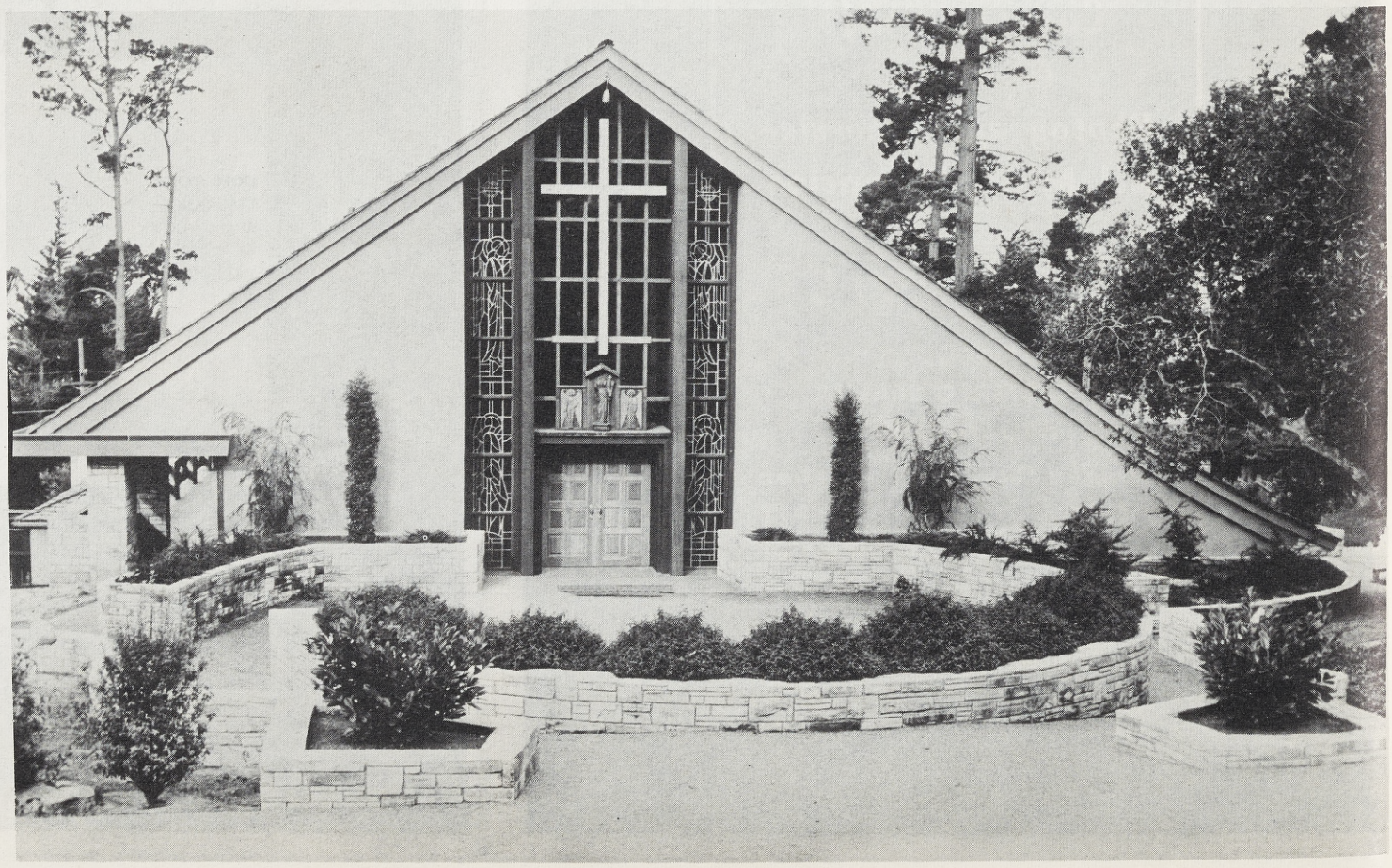
This may be so--an indication of the times--but there is little to substantiate these figures in the sales tax returns which cover all retail sales except food and gasoline. These returns, according to City Clerk Mawdsley, show a steady increase since they went into effect in the December quarter of 1951.

As indicated by sales tax returns, the total net taxable sales in Carmel in the fiscal year 1954-1955 were $9,335,502 as compared to $8,756,904 in the previous fiscal year, a 6.5% increase.

The September quarter of 1955, the quarter that reflects tourist trade more than any other period of the year, showed up for taxable sales of around $3,000,000 which was about $400,000 higher than in 1954.

But this is a long way short of what tourists really spent in Carmel since accommodations are not part of the retail tax picture, and food

(Continued on Page 109)



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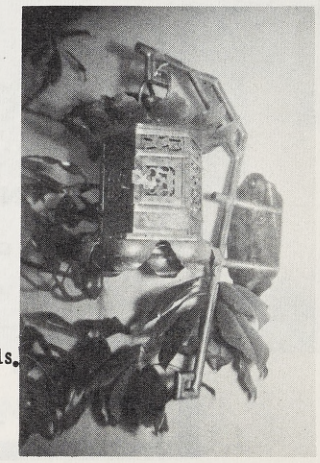

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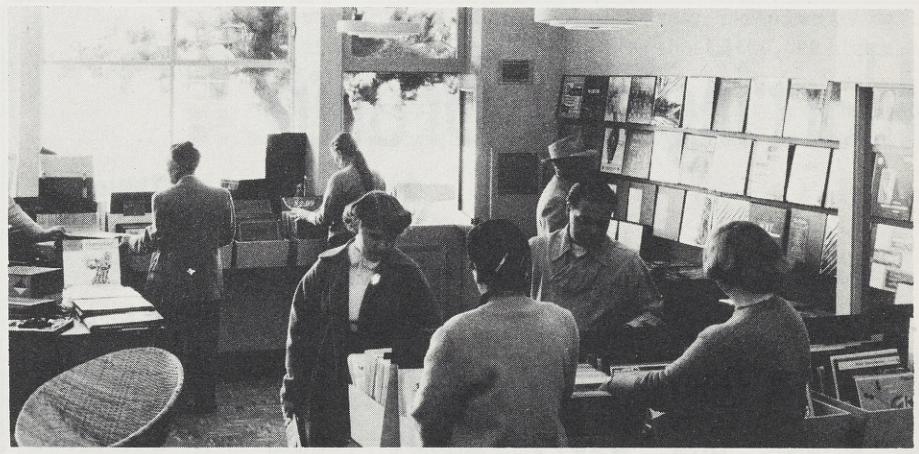

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THIS IS CARMEL

(Continued from page 106)

and gasoline aren't either, and yet these are the items that tourists spend most money on.

The high sales tax return brought the city $10 tax per capita in 1952, compared to $4 per capita State average. Mawdsley figures that five sixths of the tax comes from the pockets of outsiders, only one sixth from local residents.

Its high tax income enables Carmel to spend a good deal of municipal money. In the year ending in June 1953, for instance, Carmel spent $82,051.66 on road improvements. This expenditure, of course, included gas tax money from the State.

Big money also circulates in Carmel. Reynolds & Co., one of the country's biggest brokerage firms, has a branch office in Carmel engaging in transactions of well over $12,000,000 a year. In volume of Mutual Fund Sales, the local office is the sixth biggest in the country, with more than $100,000 in sales in the past year.

In addition to the Reynolds business, Carmel residents--perhaps not realizing that Carmel transactions go just as fast as those made elsewhere--do business by phone with firms in San Francisco. Total figures on security transactions by Carmel residents are, therefore, unobtainable, but chances are they are well above the per capita average of the nation.

Indicative of the amount of local activity is also the Post Office volume. Postmaster Fred Mylar announced that gross receipts for the fiscal year ending June 30, 1955, were $169,887.48.

The surprising thing about Carmel's Post Office gross is that nearly $70,000 of it was clear profit, amazing in view of the fact that na-

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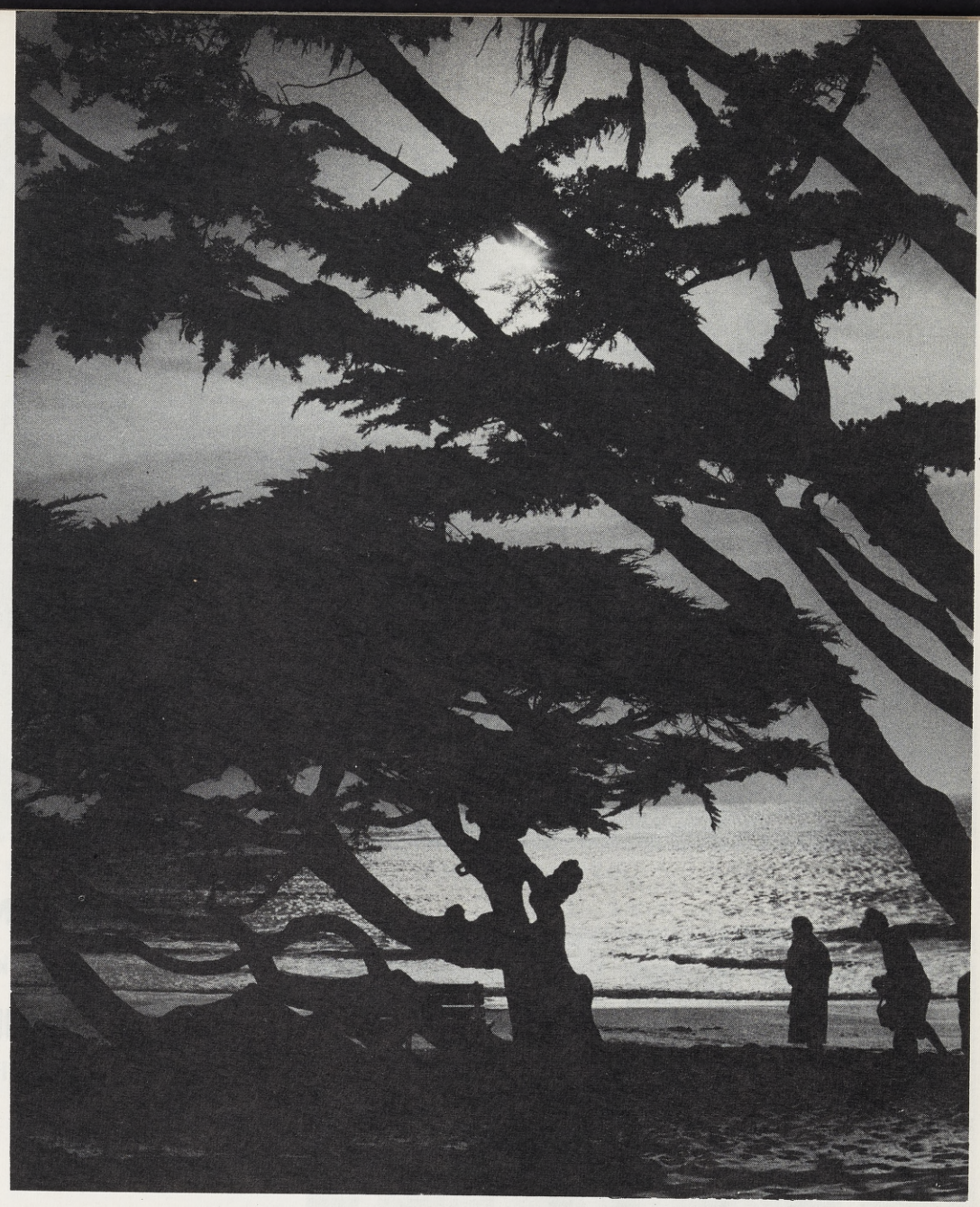
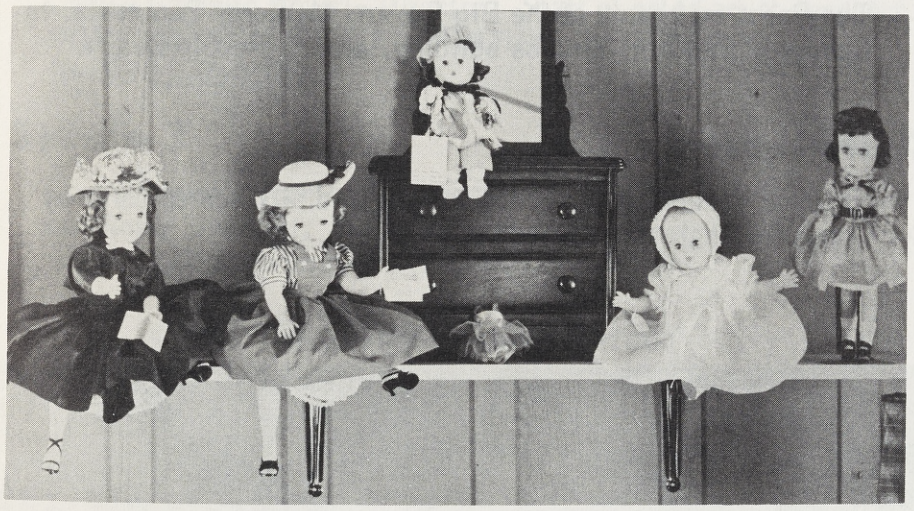


MOONLIT Carmel Beach. Photo by Wynn Bullock

DOLLS...DOLLS...DOLLS



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BOYS through 10 years

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The Bells

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Carmel

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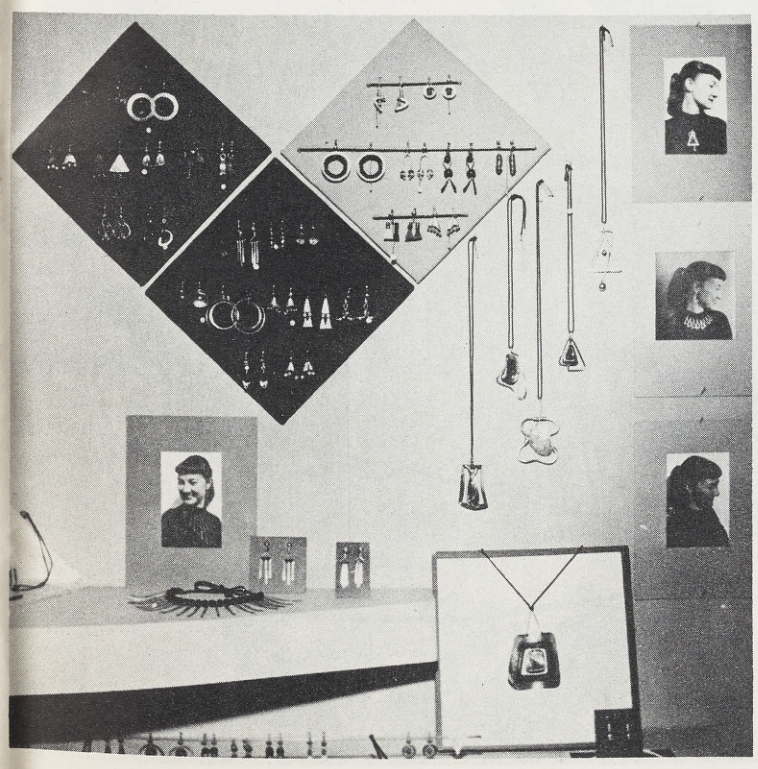

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Italian dishes, snacks, lunches served in the patio -- or to take out. 9 a.m. to 6 p.m.

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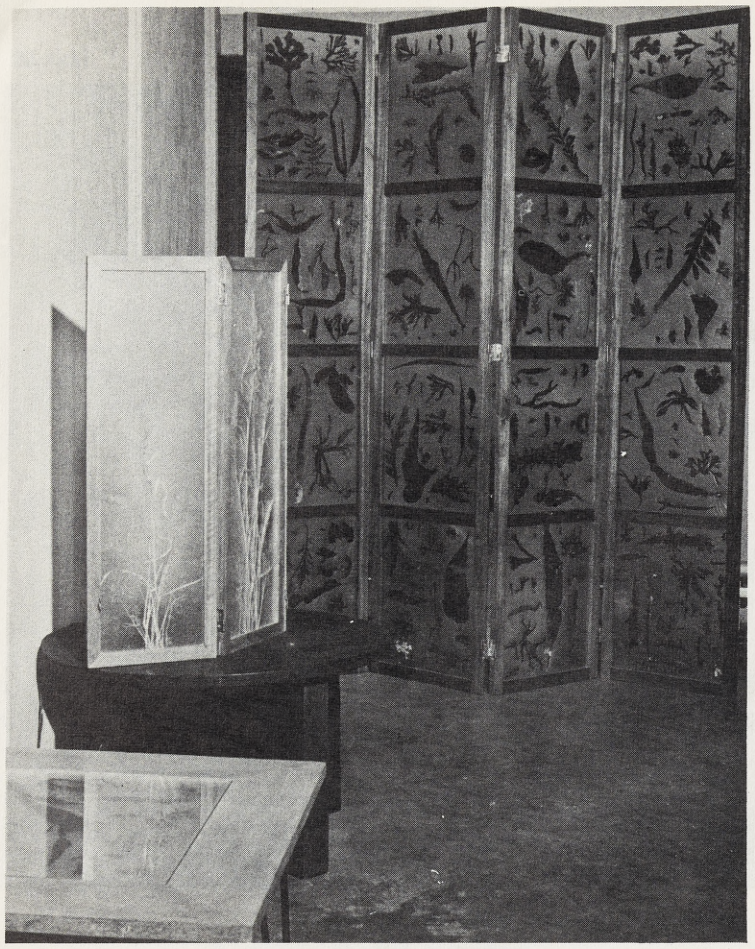

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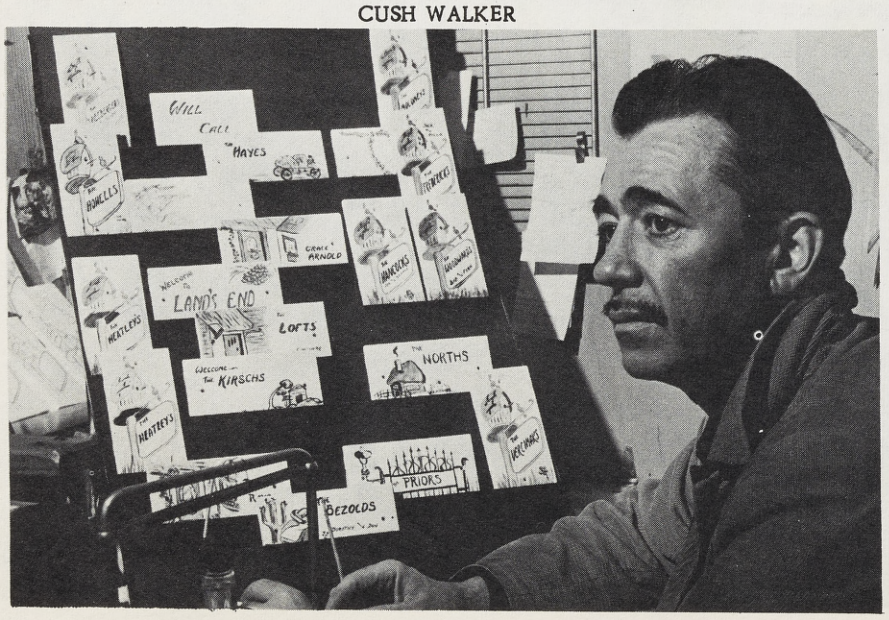
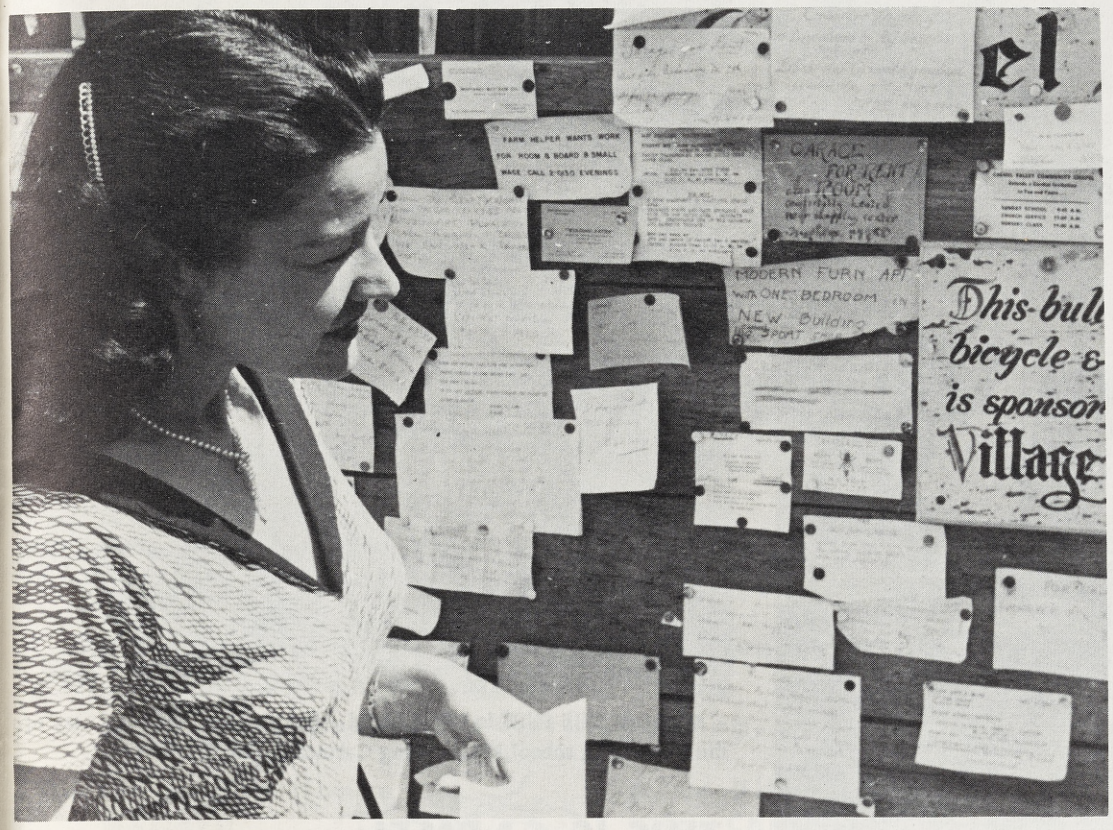


CLARENCE BATES

THIS IS CARMEL

(Continued from page 109)



CARMEL'S popular Bulletin-board.

tionally the Post Office Department shows a deficit.

The local Post Office, almost bursting at the seams, feels that some day it may have to violate the time-honored Carmel custom of no postmen. It may start delivering mail in the business district.

That Carmel people, or at least some Carmel people, have plenty of money to spend is obvious. Their standard of living is generally high; the average cost of a home in Carmel is $20,000.

Foreign travel is an indicative luxury item. The travel agencies of Margaret Peasley and Phinney-McGinnis report that in 1954 and the first part of 1955 they have arranged trips to Europe for 208 Carmel people, trips to Latin America (including Mexico) for 87, trips to the Far East for 33, trips to Hawaii for 162, trips to Alaska for 37 and trips around the world for 14.

In 14 months that's 541 people going to faraway places; figuring the overall Carmel population at about 12,000 that means, on a year's average, one out of 28 residents going abroad. If this average applied to the whole country, it would mean that nearly 6,000,000 Americans went abroad in 1954, paying their own way, which wasn't so.

* * *

Carmel can still be a cheap place to live. Although real estate began to skyrocket after the war--a 2-bedroom house on Casanova sold for $4,000 in 1945, $8,500 in 1946 and $14,000 just a year later--some cottages are still available for very low rent, say around $50 a month--although most rentals run in the $100 bracket.

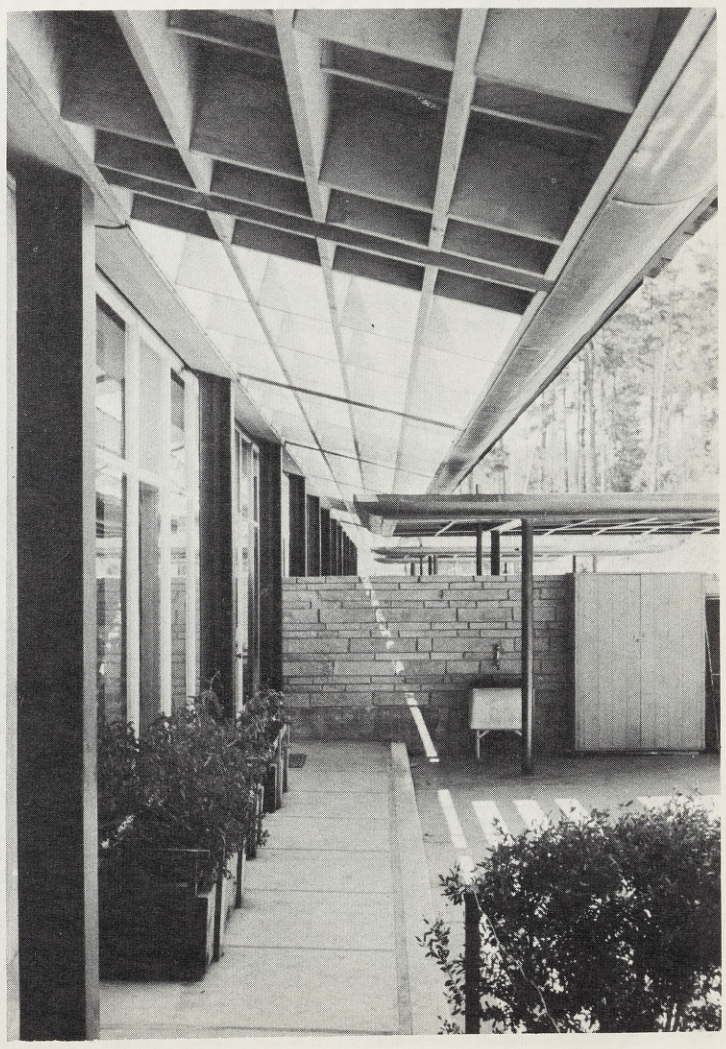
With everything concentrated in a small area, there are no transportation costs. And dress is unimportant. When a guy is too broke to buy a new suit, he simply becomes a character. All this makes Carmel very attractive for people who like to take it easy, make a minimum of money and still live the good life.

Most Carmel homes, built on 40 by 100 lots, are two bedroom and two baths. The late Hugh Comstock had the biggest influence on local architecture. His is the famed Carmel cottage. He designed the Tuck Box on Dolores Street, but that was before the war. After the

(Continued on page 114)

SUNSET SCHOOL.

CARMEL WOODS School.



SAILING OFF PEBBLE BEACH -- Artist Colden Whitman of Carmel hanging over port gunwale of John B. Geisen's boat. -- Photo by Julian P. Graham

ROCKS AT POINT LOBOS -- PHOTO BY EDWARD WESTON

SIREN IN THE SURF is 16-year-old Anne Burke of Berkeley, one of the many high school kids visiting Carmel during "Hell Week".

THIS IS CARMEL

(Continued from page 113)

war, he went in for post adobe which became especially popular in the outlying districts where there was still room to build.

Architectural standards in Carmel are hard to define. The planning commission okays houses that look like they belong in Carmel. The best way, architects found, to get a modern building through was to dress up their rendering with knickknacks.

Finicky Floyd Adams, the village's building inspector, okayed permits for 30 new homes and three residential buildings in 1954. He also okayed 90 remodeling jobs on homes, 18 on commercial buildings. Building expenditure in the village in 1954 totaled $770,765.

Back in 1908, when Heron first came to town, lots in Carmel sold for $150. Lots today go for at least $3,500, and the last waterfront lot sold for about $9,000. There are just a couple of waterfront lots left now.

Heron, in the early days, had the chance to buy the southeast corner of Ocean and San Carlos, where the Standard Oil Station is, for $1,000. He passed it up. Today, the corner is valued in excess of $100,000.

The valuable downtown property, where rents range from $100 to $450 for offices and stores depending on location, size and friendship, is owned by a few families.

The largest real estate holdings belong to the decendants of Tom Doud, wealthy Monterey cattle rancher; Mary Goold, descendant of the old Carmel Mission Machado family and widow of Charles Goold, one-time councilman and livery stable operator; the Mary Dummage estate, and members of the Leidig family, Robert and Fred.

Corum Jackson, 59, jovial community big wheel and prime mover in matters civic and business, has been in the real estate business in Carmel for 18 years. He feels that the Carmel business district will keep on developing but that the mode of life in Carmel will remain the same.

"Of course," he says, "they'll gradually sneak in a street light here and there. The trouble is that everybody comes here because they like it the way it is, and once they've settled down they want to make changes."

Carmel, Corum Jackson thinks, can keep on doing fine and even better, without radical changes. Like other far-sighted businessmen, he believes that the Carmel area, as the whole Peninsula, will some

(Continued on page 116)

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Stride-Rite Shoes for Children

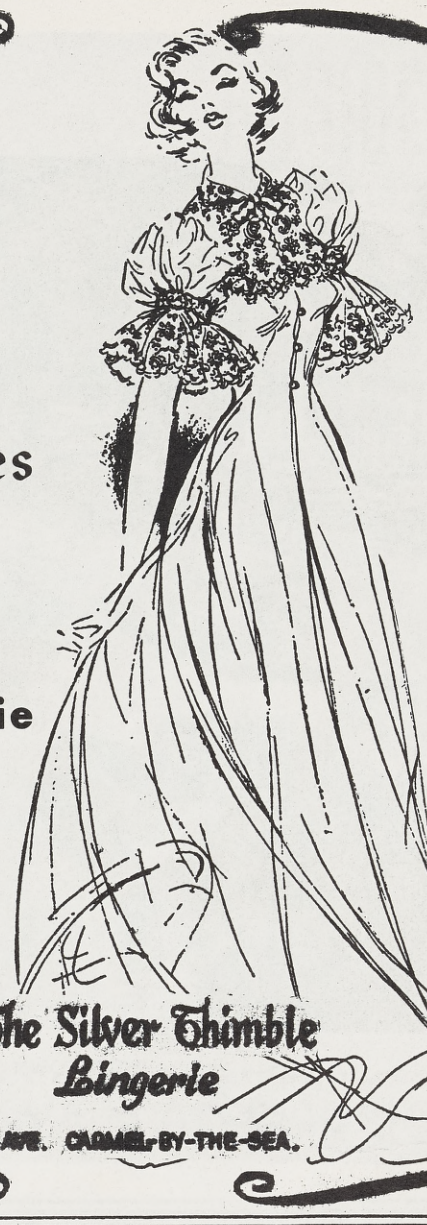
Village Shoe Tree

CARMEL-BY-THE-SEA

Ocean Ave. nr. Dolores

The Shop of Lovely Specialties

in Robes...
in Lingerie



The Silver Thimble Lingerie

DOLORES ST. NEAR OCEAN AVE. CARMEL-BY-THE-SEA.

robert John

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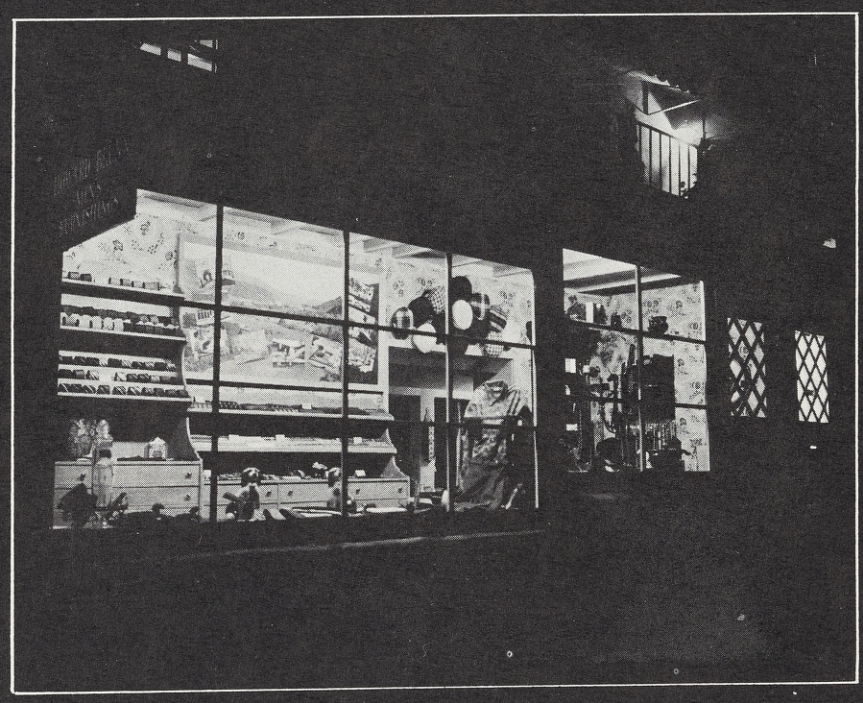

pine inn shops • ocean avenue

howard brunn levinson, owner

box 3395 - carmel - california

THIS IS CARMEL

(Continued from page 114)

DOWNTOWN CARMEL

day be the bedroom for executives and white collar workers from the industrial area that will develop in all probability around Moss Landing.

"Even if the fish come back," says Jackson, "the fishing fleet won't come back to Monterey. It will go to Moss Landing."

That's why, Jackson says, the Monterey Peninsula Convention Bureau is hot stuff. The bureau has booked 15 conventions for this year and next. Figuring on a 300-person average with each convention visitor staying three days and spending $25 a day (the national average is $27), this will bring $337,500 in new money to the Peninsula.

Says Jackson:

"Economists figure that new money brings 20 times its amount in turn-over. Figuring it conservatively--only 10 times--this meant $3,375,000 new spending power.

"You can figure that a fifth of this will rub off on Carmel."

Carmel, which is not participating in the convention bureau, is, therefore, apt to benefit in spite of itself.

One thing that may stop Carmel's benefit from anything is the parking problem. With little room to park in the business district and the ever-present threat of a ticket, generously dispensed by the Carmel Police Department, visitors are increasingly discouraged from shopping here.

If the parking problem is not solved, and it is not solved by ticketing shoppers and tourists, the time may come--and sooner than most would think--when shopping centers will mushroom outside the village limits, say at the mouth of Carmel Valley near the booming Mission Tract, and draw a good deal of business away from Carmel.

Someday, as the Peninsula grows in population, there will be such shopping centers, but Carmel can remain in a competitive situation if it finds a solution to the congestion problem.

A partial solution could be a project that has now been in the air for about a year: to build a shopping center on an acre-and-a-half

(Continued on page 118)

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KRAMER'S

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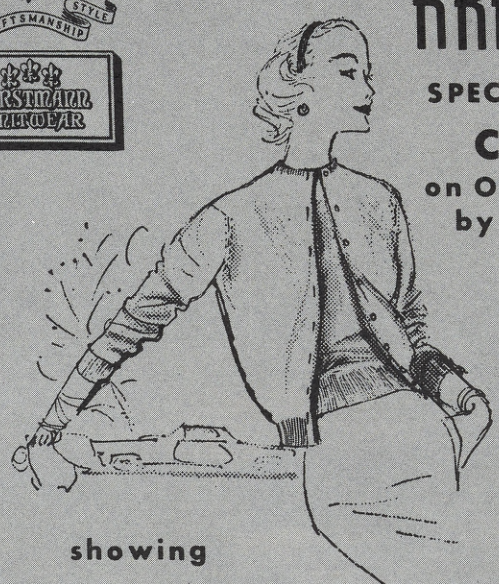
CARMEL
on Ocean Avenue
by the Library



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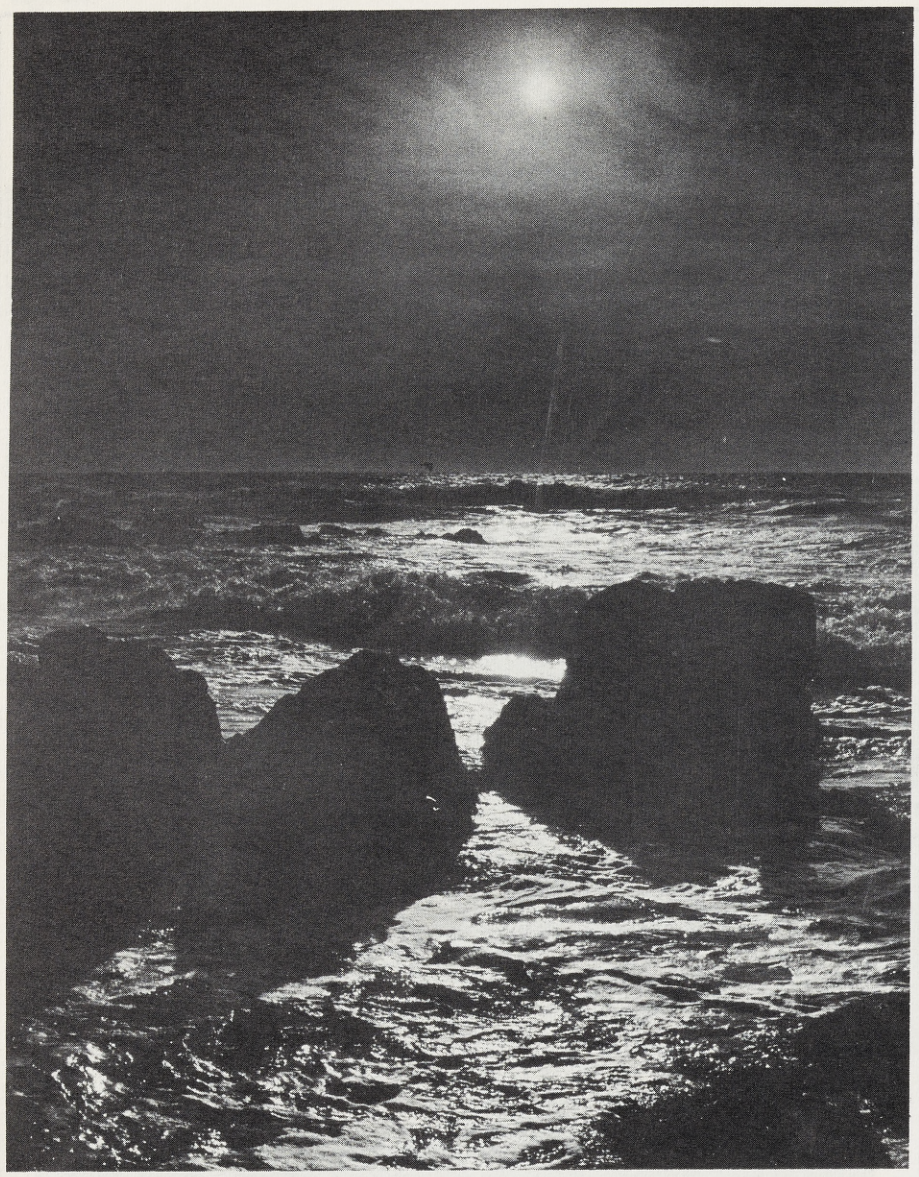

THIS IS CARMEL

(Continued from page 116)

site on the southwest corner of Ocean and Junipero. This center would offer parking facilities for an estimated 120 shoppers, according to the first tentative plans.

The site is currently occupied by the Murphy lumber yard. Most of the property is owned by Mrs. Leslie Fenton. The San Carlos Canning Company has about a third of the land involved, and unless the Fentons, who are interested in building the shopping center, can get together with the other property owners the project will inevitably fall through.

But, even if this project and other projects along similar lines should succeed in Carmel, a retail business district alone--no matter how successful--does not make for a community of vitality and progress.

Although Carmel is an ideal place for youngsters to grow up, opportunities for them, once they reach maturity, are extremely limited. Most kids leave after graduation from high school to invest their energy and talents elsewhere.

The eventual consequence of such an exodus of youth are obvious.

Despite such drawbacks, the leisurely pace of Carmel life as it is lived today offers a unique experience in our hurried world, an experience for which many people are willing to trade the practical expediences that make for the super-efficient existence of the mid-20th century.

Carmel Beach at Night ....Photo by Wynn Bullock

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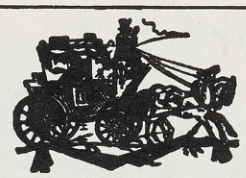

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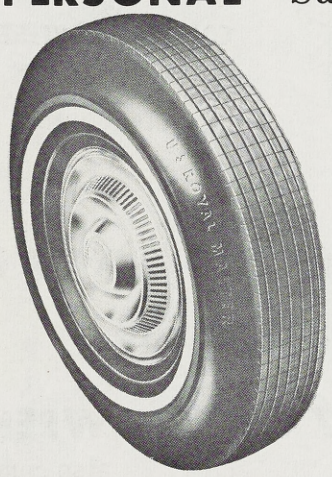

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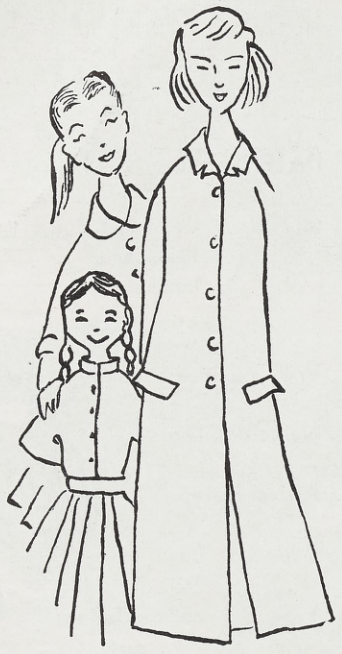

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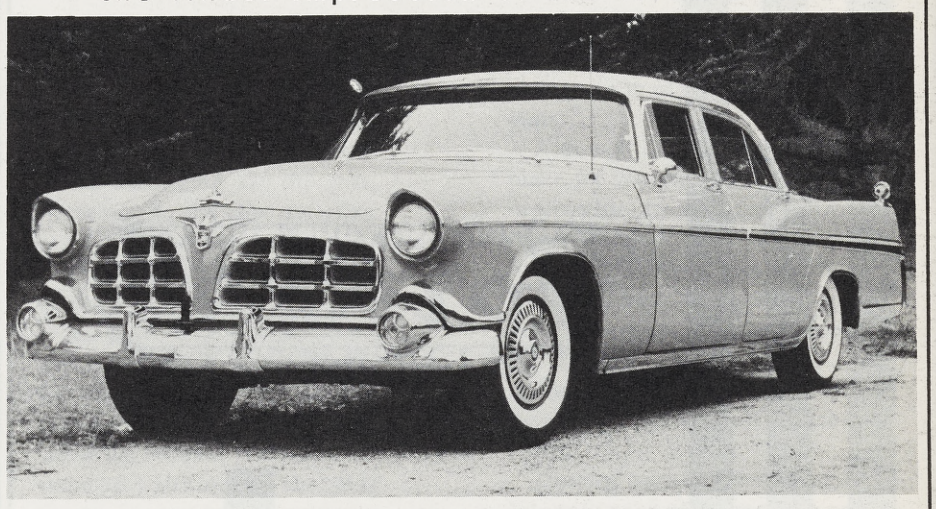

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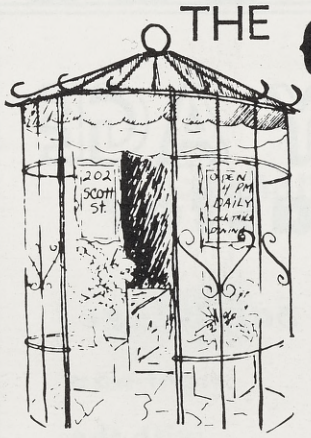

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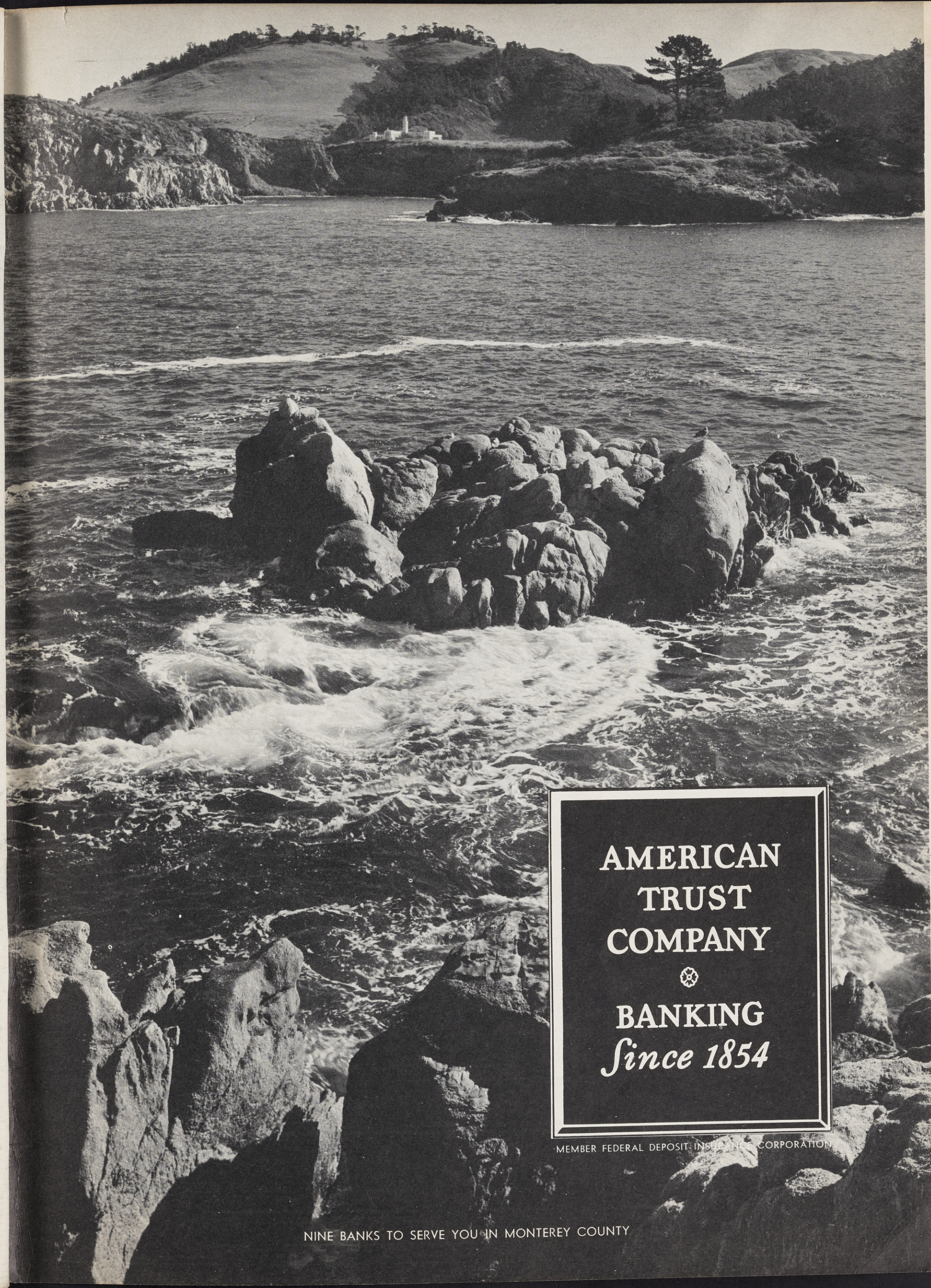
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